



## 課 綱 Course Outline

### 國際企業學系碩士班一般組

|   |  |                  |                  |  |     |
|---|--|------------------|------------------|--|-----|
| 中文課程名稱<br>Course Name in Chinese  | 創業管理   |                  |                  |  |     |
| 英文課程名稱<br>Course Name in English  | Entrepreneurial Management   |                  |                  |  |     |
| 科目代碼<br>Course Code   | IB__M0170  | 班 別<br>Degree    | 碩士班<br>Master' s |  |     |
| 修別<br>Type  | 選修<br>Elective   | 學分數<br>Credit(s) | 3.0              | 時 數<br>Hour(s)   | 3.0 |
| 先修課程<br>Prerequisite  |  |                  |                  |  |     |
| 課程目標<br>Course Objectives   |  |                  |                  |  |     |
| The objective of the course is for students to develop a basic understanding of critical concepts of entrepreneurship. This course addresses contemporary entrepreneurship challenges an innovator faces in a dynamic and complex environment. It focuses on critical issues involved in resource, opportunity and entrepreneurship. The course will help students learn important tools and skills in entrepreneurship and prepares them to be effective entrepreneur. |  |                  |                  |  |     |
| 系教育目標<br>Dept.' s Education Objectives  |  |                  |                  |  |     |
| 1   | 培養具國際企業知識之高階管理人才。<br>Build a foundation of international business knowledge to prepare students for being higher-level managers.         |                  |                  |  |     |
| 2   | 培養具創新思維與創業能力之高階管理人才。<br>Build a foundation of innovation and entrepreneurship to prepare students for being higher-level managers.       |                  |                  |  |     |
| 3   | 培養具服務業經營能力之高階管理人才。<br>Create a managerial ability in Service industry for advanced managers.   |                  |                  |  |     |
| 4   | 培養在地經營理念之高階管理人才。<br>Offer a program with an emphasis on higher-level management philosophy responsive to the Taiwanese business context. |                  |                  |  |     |
| 系專業能力<br>Basic Learning Outcomes  |  |                  |                  | 課程目標與系專業能力相關性<br>Correlation between Course Objectives and Dept.' s Education Objectives |     |
| A   | 具備國際企業管理之進階知識與能力<br>Students will have advanced knowledge of international business.   |                  |                  |  |     |

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|---|--|--|
| B | 具備多元邏輯思考、問題分析與解決之能力。<br>Students will be able to identify, analyze and solve business problems using logical and critical thinking.          |  |
| C | 具備領導、溝通協調與團隊合作之能力。<br>Students will be able to demonstrate effective leadership, communication, coordination and teamwork skills.            |  |
| D | 具備國際視野以及外語溝通的能力。<br>Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues. |  |
| E | 具備創新、創業之思維與能力。<br>To build a the concept and ability for innovation and entrepreneurship   |  |
| F | 具備服務設計與產業分析之能力。<br>Students will be able to demonstrate the advanced abilities for service design and industry analysis.                     |  |
| G | 具備國際企業倫理之素養。<br>Students will be able to identify and understand the importance of ethical decision making for international business.       |  |

圖示說明Illustration：● 高度相關 Highly correlated ○ 中度相關 Moderately correlated

### 課程大綱 Course Outline

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1. Entrepreneurship: A field and an activity
2. Uncovering opportunities: Understanding entrepreneurial opportunities and industry analysis
3. Cognitive foundations of entrepreneurship: Creativity and opportunity recognition
4. Acquiring essential information: Why “look before you leap” is truly good advice for entrepreneurs
5. Assembling the team: Acquiring and Utilizing essential human resources
6. Financing new ventures
7. Writing an effective business plan: Crafting a roadmap to success
8. The legal forms of new ventures - and the legal environment in which they operate
9. Marketing in a new firm
10. Strategy: Planning for competitive advantage
11. Intellectual property Protecting your ideas
12. Essential skill for entrepreneurs: Enhancing social competences, creating trust, managing conflict, exerting influence, and dealing with stress
13. Building the new venture's human resources: recruiting, motivating, and retaining high-performance employees
14. Exit strategies for entrepreneurs: When and how to harvest the rewards

資源需求評估（師資專長之聘任、儀器設備的配合．．．等）

Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.)

Note book, Projector and Speaker

#### 課程要求和教學方式之建議

#### Course Requirements and Suggested Teaching Methods

#### Course Requirements and Suggested Teaching Methods

■ 課堂講授 Lecture    ■ 分組討論 Group Discussion    ■ 參觀實習 Field Trip  
■ 其他 Miscellaneous: News

#### Grading Criteria

■ Participations 個人課堂參與及貢獻

30%

|   |     |
|---|-----|
| ■ Mid-term presentation期中報告（紙本與電子檔）     | 30% |
| ■ Final-term presentation分組期末報告（紙本與電子檔） | 40% |
| 其他<br>Miscellaneous                     |     |
| None                                    |     |