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## ②國玄東華大學

# 教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	國際創業管理			學年/學期 Academic Year/Semester		104/1			
課程名稱(英文) Course Name in English	International	International Entrepreneurship							
科目代碼 Course Code	BM84600	系級 Department 博士 & Year		開課單位 Course-Offering Department	企業管理學系				
修別 Type	選修 Elective	學分數/時 Credit(s)/Hou		3.0/3.0					
授課教師 Instructor	/林達榮								
先修課程 Prerequisite									

## 課程描述 Course Description

- 1. 國際創業管理基本理論研讀
- 2. 國際創業管理重要論文研讀與討論
- 3. term paper/conference paper 議題討論與撰寫協助
- 4. 完成內容預定投稿國記學術研討會

#### 課程目標 Course Objectives

Course description: Primarily designed for upper-level and graduate students, this course explores key entrepreneurial concepts relevant to the high-technology world. Topics include the entrepreneurial perspective, start-up strategies, business idea evaluation, business plan writing, introduction to entrepreneurial finance and venture capital, managing growth and delivering innovative products. This course prepares technical and business minded students for careers focused on entrepreneurship, intrapreneurship and high technology. Students undertake intensive study of actual business situations through rigorous case-study analysis.

study of actual business situations through rigorous case-study analysis.							
	系專業能力 Basic Learning Outcomes	課程目標與系專業能 力相關性 Correlation between Course Objectives and Dept.'s Education Objectives					
A	具備國際企業管理之知識與能力。Students will have basic knowledge of international business.	•					
В	具備邏輯思考、問題分析與解決之能力。Students will be able to identify, analyze and solve business problems with logical thinking.	•					
С	具備溝通協調與團隊合作之能力。Students will be able to demonstrate effective communication, coordination and teamwork skills.	•					
D	具備國際觀及外語溝通之能力。Students will be able to communicate in foreign languages and have an awareness on global and cultural diversity issues.	0					
Е	具備創新、創業之思維與能力。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。Students will be able to demonstrate the abilities for service design and industry analysis.	0					
G	具備國際企業倫理之素養。Students will be able to identify and understand the importance of ethical decision making for international business	0					
圖示說明Illustration :● 高度相關 Highly correlated ○中度相關 Moderately correlated							

### 授課進度表 Teaching Schedule & Content

週次Week 内容 Subject/Topics 備註Remarks

1	09/10 課程大綱/評分講解									上課時間: AM 10:00-PM 1:00 上課地點:原則上管C436 研究室		
2	09/17 Basic Theorem of International Entrepreneurship Management (1) 創業管理專案價值評估(一)											
3	09/24 Basic Theorem o 創業管理專案價值											
4	10/01 Basic Theorem of International Entrepreneurship Management (3) 創業管理專案價值評估(三)											
5	10/08 Basic Theorem o 創業管理專案價值											
6	6 10/15 Paper reading (1) /TBA											
7	10/22 Paper reading (	2) /TBA										
8	10/29 Paper reading (											
9	期中考試週 Midt		5 (停課	!)					提交期	中報告		
ย	Mid. Repor								研討會	論文構想書		
11/12 10 Term paper thinking and discussion (1) 創業管理研討會論文開發與討論												
11/19 11 Term paper thinking and discussion (2) 創業管理研討會論文開發與討論												
11/26 12 Term paper thinking and discussion (3) 創業管理研討會論文開發與討論												
13	12/03 Term paper thin 創業管理研討會論		ussion	(4)								
14	12/10 停課								出席 IEI 發表代	EM國際學術研討會		
15	12/17											
12/24 16 Conference paper writing and discussion (2) 研討會初稿撰寫及建議												
12/31 17 Conference paper writing and discussion (3) 研討會初稿撰寫及建議												
期末考試週 Final Exam 01/07 Final Report							提交研	討會term paper				
教學策略 Teaching Strategies												
✓ 課堂講授 Lecture ✓ 分組討論Group Discussion ● 參觀實習 Field Trip												
其他Miscellaneous:												
		學期成績計算	及多元	評量方式	₹ Gradi	ng & As	sessmen	ts				
	分項目	配分比例	CH. LEV	寧ル				ssessme				
	[tems	Percentage	測驗會考	實作 觀察	口頭 發表	專題 研究	創作 展演	卷宗 評量	證照 檢定	其他		

平時成績 General Performance	30%	<b>~</b>	<b>~</b>			出席率(10%); Q&A 及上課互動 (20%)
期中考成績 Midterm Exam	30%	<b>~</b>	>	<b>~</b>		期中書面報
期末考成績 Final Exam	40%	<b>&gt;</b>	>	<b>~</b>		期末書面報
作業成績 Homework and/or Assignments						
其他 Miscellaneous						

評量方式補充說明

Grading & Assessments Supplemental instructions

原則上以期中想定書及期末term paper報告內容為主要評定依

教科書與參考書目(書名、作者、書局、代理商、說明) Textbook & Other References (Title, Author, Publisher, Agents, Remarks, etc.)

自訂教材

課程教材網址(教師個人網址請列在本校內之網址)

Teaching Aids & Teacher's Website (Personal website can be listed here.)

其他補充說明(Supplemental instructions)