



## 課 綱 Course Outline

管理學院管理學院高階經營管理碩士在職專班創新創業管理組

|   |   |                  |                         |   |     |
|---|---|------------------|-------------------------|---|-----|
| 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  | Entrepreneurship  |                  |                         |   |     |
| 科目代碼<br>Course Code   | MGT_5409Z   | 班 別<br>Degree    | 碩專班<br>Master's program |   |     |
| 修別<br>Type  | 選修<br>Elective  | 學分數<br>Credit(s) | 2.0                     | 時 數<br>Hour(s)  | 2.0 |
| 先修課程<br>Prerequisite  |   |                  |                         |   |     |
| 課程目標<br>Course Objectives   |   |                  |                         |   |     |
| <p>以一完整的流程架構介紹並探討事業創立之相關議題。由創意的產生、篩選，事業計劃的構建、完成到創業團隊與資源之整合等一系列活動，均在研討之範圍。<br/>透過此課程理論與實務之訓練，有志創業或以創業投資為事業方向之同學可以實際地為未來之生涯發展奠下紮實的基礎。</p> |   |                  |                         |   |     |
| 系教育目標<br>Dept.'s Education Objectives   |   |                  |                         |   |     |
| 1   | <p>培養兼備管理理論知識與本土經營實務之中高階經營人才。<br/>Cultivating higher level managers with both theoretic expertise and practical experience</p>    |                  |                         |   |     |
| 2   | <p>培養具邏輯思考能力之專業經理人才。<br/>With logical thinking and outstanding talents of professional managers</p>                               |                  |                         |   |     |
| 3   | <p>培養具國際觀之企業經理人。<br/>Cultivating professional managers equipped with international perspective</p>                                |                  |                         |   |     |
| 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   | <p>具備企業管理理論體系的基礎與進階實務知識的應用能力。<br/>With a solid foundation of management theories and advanced practical application abilities</p> |                  |                         |   |     |
| B   | <p>具備邏輯思考、問題分析、問題解決與決策能力。<br/>With logical thinking, problem analysis, problem solving and decision making ability</p>            |                  |                         |   |     |

|   |   |  |
|---|---|--|
| C | 善用資訊科技進行資訊蒐集、分析與統整的能力。<br>With capacity to utilize IT in conducting information gathering, data analysis and integratio |  |
| D | 具備領導、溝通協調與團隊合作的統合能力。<br>With leadership, communication, cooperation, coordination and team integration ability          |  |
| E | 具備國際視野以及當前商管趨勢的掌握能力<br>With a global perspective and mastery of current management trends in business                   |  |

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

課程大綱  
Course Outline

1. 創新理論
2. 創意之產生、篩選與修正
3. 事業計劃書之寫作
4. 創業團隊之組成
5. 創業籌資
6. 風險管理
7. 事業計劃之評估
8. 外部協助之來源
9. 創業個案研討
10. 創業規劃實作。

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

- 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% 課程大綱 Course Outline
- 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  
Miscellaneous