



## 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

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| 中文課程名稱<br>Course Name in Chinese  | 新創企業創業家講座   |                  |                          |  |     |
| 英文課程名稱<br>Course Name in English  | Start-up Entrepreneurs Speeches and Seminars  |                  |                          |  |     |
| 科目代碼<br>Course Code   | MGT_5408Z   | 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   |   |                  |                          |  |     |
| 本課程以實務觀點，和學習者一起認識創業的本質、歷程、及其所需具備的能力等，與創業過程中所會遭遇到的議題。透過激發創意或設計商業模式的資深顧問、自造者社群、募資網站經營者、創投、公私營創業孵化/加速器、新創公司等各方產業專家的專業知識，及新創公司創業典範的真實故事，協助學習者了解創業過程中可能會經歷的階段與面臨的考驗，進而培養處理創業過程議題的專業知識、實務經驗、及思考邏輯，以期培養並啟發學習者對創業議題的瞭解與興趣，激發學習者願意嘗試創業活動的動機，更進一步學習創業相關知識與課程及實際參與創業相關活動的興趣。 |   |                  |                          |  |     |
| 系教育目標<br>Dept.' s Education Objectives  |   |                  |                          |  |     |
| 1   | 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    |                  |                          |  |     |
| 2   | 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                               |                  |                          |  |     |
| 3   | 培養具國際觀之企業經理人。<br>Cultivating professional managers equipped with international perspective                                |                  |                          |  |     |
| 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 |                  |                          |  |     |
| B   | 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            |                  |                          |  |     |

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| 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<br>Course Outline  |   |  |
| 1. 連鎖加盟行銷<br>2. 進口代理創業<br>3. 跨境電商<br>4. 直播主與直播產業概述<br>5. 新興影音串流媒體應用<br>6. 政府資源與創業資源<br>7. 創業成敗實錄與分析<br>8. 斜槓微創業       |   |  |
| 資源需求評估（師資專長之聘任、儀器設備的配合．．．等）<br>Resources Required (e.g. qualifications and expertise, instrument and equipment, etc.) |   |  |
| 具創新創業授課經驗或/與實務經驗的師資   |   |  |
| 課程要求和教學方式之建議<br>Course Requirements and Suggested Teaching Methods  |   |  |
| 個案討論 創業家講座 企業參訪   |   |  |
| 其他<br>Miscellaneous   |   |  |
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