

 國立東華大學
教學計劃表 Syllabus

課程名稱(中文) Course Name in Chinese	創業管理			學年/學期 Academic Year/Semester	113/2
課程名稱(英文) Course Name in English	Entrepreneurial Management				
科目代碼 Course Code	IB_M0170	系級 Department & Year	碩士	開課單位 Course-Offering Department	國際企業學系
修別 Type	選修 Elective	學分數/時間 Credit(s)/Hour(s)		3.0/3.0	
授課教師 Instructor	/洪新民				
先修課程 Prerequisite					
課程描述 Course Description					
1. Using framework in the textbook of Entrepreneurship to discuss practices (cases and news); 2. forming students into groups to study specific topic of Entrepreneurship according to their interests; 3. teaching basic concepts and tools of Entrepreneurship; 4. training potential Entrepreneurs.					
課程目標 Course Objectives					
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	內容 Subject/Topics				備註Remarks
1	Course Introduction				
2	The Power of Entrepreneurship				
3	The Entrepreneurial Process				
4	Opportunity Recognition, Shaping, and Reshaping				
5	Prototyping Your Ideas				
6	Understanding Your Business Model and Developing Your Strategy				
7	Entrepreneurial Marketing				
8	Building the Founding Teams				
9	期中考試週 Midterm Exam				Midterm Presentation
10	The Business Planning Process				
11	Building Your Pro Forma Financial Statements				
12	Financing Entrepreneurial Ventures Worldwide				
13	Raising Money for Starting and Growing Businesses				
14	Debt and Other Forms of Financing				

15	Legal and Tax Issues, Including Intellectual Property	
16	Entrepreneurial Growth	
17	期末考試週 Final Exam	Final-Term Presentation
18	Flexible Week	
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:		
教 學 創 新 自 評 Teaching Self-Evaluation		
創新教學(Innovative Teaching) ☒ 問題導向學習(PBL) ☒ 團體合作學習(TBL) ☒ 解決導向學習(SBL) ☐ 翻轉教室 Flipped Classroom ☐ 磨課師 Moocs 社會責任(Social Responsibility) ☒ 在地實踐 Community Practice ☒ 產學合作 Industry-Academia Cooperation 跨域合作(Transdisciplinary Projects) ☐ 跨界教學 Transdisciplinary Teaching ☐ 跨院系教學 Inter-collegiate Teaching ☒ 業師合授 Courses Co-taught with Industry Practitioners 其它 other:		

學期成績計算及多元評量方式 Grading & Assessments									
配分項目 Items	配分比例 Percentage	多元評量方式 Assessments							
		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(含出缺席) General Performance (Attendance Record)	30%	✓							
期中考成績 Midterm Exam	30%		✓	✓	✓		✓		
期末考成績 Final Exam	40%		✓	✓	✓		✓		
作業成績 Homework and/or Assignments									
其他 Miscellaneous (_____)									
評量方式補充說明 Grading & Assessments Supplemental instructions									
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.) Bygrave, Corbett, and Zacharakis (2017), Entrepreneurship: Tools to start your own business (4th Ed.), John Wiley & Sons, Inc.									
課程教材網址(含線上教學資訊,教師個人網址請列位於本校內之網址) Teaching Aids & Teacher's Website(Including online teaching information. Personal website can be listed here.) https://ib.ndhu.edu.tw/files/15-1034-14754,c4621-1.php									
其他補充說明 (Supplemental instructions)									