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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	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	IBM0170	系級 Department 碩士 & Year		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								
细 to bt : L Course Description								

#### 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	✓ 課堂講授 Lecture ✓ 分組討論Group Discussion    參觀實習 Field Trip						
其他Mis	scellaneous:						
	教 學 創 新 自 評 Teaching Self-Evaluation						
創新教學(	Innovative Teaching)						
✓ 問題導	✓ 問題導向學習(PBL) ✓ 團體合作學習(TBL) ✓ 解決導向學習(SBL)						
翻轉教	────────────────────────────────────						
社會責任(	— — — — — — — — — — — — — — — — — — —						
✓ 在地實踐Community Practice ✓ 產學合作 Industy-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	配分比例 Percentage	多元評量方式 Assessments							
Items		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%	<b>~</b>							
期中考成績 Midterm Exam	30%		<b>✓</b>	~	~		<b>~</b>		
期末考成績 Final Exam	40%		~	~	~		<b>~</b>		
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)