朝陽科技大學 096學年度第2學期教學大綱
Entrepreneurship Strategy & Management 創業策略與經營

當期課號	7589	Course Number	7589
授課教師	賴志松	Instructor	LAI,CHIH SUNG
中文課名	創業策略與經營	Course Name	Entrepreneurship Strategy & Management
開課單位	企業管理系碩士在職專班二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	1.培養學生積極創業的精神。 2.建立正確的創業觀。 3.學習成功創業的必要知識能力。	Objectives	To provide knowledge on how to manage an entrepreneurial business in an ever-changing business environment; To examine entrepreneurship as a viable career option. To have a firm understanding on how management systems emerge and how the strategic process evolves as companies grow beyond the start-up phase; To be able to identify stages in the entrepreneurial process; To be able to scan the possible external factors affecting entrepreneurship ; To have in-depth knowledge on the management and financial aspects that affect the success of an entrepreneurship.
教材	教科書 創業，哈佛商業評論，天下文化 創業管理的12堂課，天下文化 參考書籍 1.創業管理，袁建編審，麥格羅希爾 2.創業管理：理論與實務，劉原超主編 3.創業計畫書：ice dream, pet shower, Biotech, Parmaceutical..	Teaching Materials	教科書 創業，哈佛商業評論，天下文化 創業管理的12堂課，天下文化 參考書籍 1.創業管理，袁建編審，麥格羅希爾 2.創業管理：理論與實務，劉原超主編 3.創業計畫書：ice dream, pet shower, Biotech, Parmaceutical..
成績評量方式	平時成績（含課堂參與表現及作業）20% 評論表現 20% 期中報告 30% 期末報告 30%	Grading	Class Participation & Assignments 20% individual comment 20% Midterm report 30% Final Paper 30%
教師網頁	http://163.17.28.140		
教學內容	01 課程說明、先導概念 02 創業概論 03 創業構想 04 創業心得分享＊ 05 尋找創業機會＃ 06 創業策略㊣ 07 創業心得分享＊ 08 事業規劃里程碑㊣ 09 期中報告 10 創業計畫書撰寫（休閒、製藥） 11 創業計畫書撰寫（網路、生技） 12 設計新事業經營模式＃ 13 師法卓越企業㊣ 14 創業心得分享＊ 15 創業計畫書報告 16 創業計畫書報告 17 創業心得分享＊ 18 期末報告	Syllabus	1.Pilot Concept 2.Introduction 3.Business Ideas 4.Practical Experience Sharing 5.Opportunity Searching 6.Strategy for start-up 7.Practical Experience Sharing 8.Milestone of Business Planning 9.Midterm Report 10.Business Plan (Recreation, Pharm.) 11.Business Plan (E-commerce, Biotech.) 12.New Business Model 13.Excellent Business 14.Practical Experience Sharing 15.Business Plan (Group Report) 16.Business Plan (Group Report) 17.Practical Experience Sharing 18.Final Report

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