# 朝陽科技大學 097學年度第1學期教學大綱
# New Venture Planning 創新事業規劃

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| 當期課號 | 1231 | Course Number | 1231 |
| 授課教師 | 陳悅琴 | Instructor | CHEN,YUEH CHIN |
| 中文課名 | 創新事業規劃 | Course Name | New Venture Planning |
| 開課單位 | 企業管理系(四日)三A | Department | |
| 修習別 | 選修 | Required/Elective | Elective |
| 學分數 | 3 | Credits | 3 |
| 課程目標 | 本課程設計主要依據教育部國際創新創業發展協會推動之「國際創新創業學程計畫」進行課程內容之設計，並延續第一階段「創新事業導論」課程，模擬從創意發想、創新到事業發展的真實情境。學生將組成四人一組，分別扮演執行長(CEO)、財務長(CFO)、技術長(CTO)以及知識長(CKO)，共同參與創新事業計畫討論與演練。課程流程將依循創業競賽模式，從創意發想、團隊媒合、機會分析、市場需求、產品原型、線上商展到計畫呈現，以達到學生團隊合作與計畫實練之效。 | Objectives | 1. To develop an understanding of the new venture creation issues of, and methods for business start up as strategic resource planning and innovation of the firm.<br>2. To recognize the potential market opportunities, exploit and utilize resource and human capital to earn entrepreneurial rents.<br>3. To inspire students' willingness of starting new venturing and provide another choice while they graduate. |
| 教材 | 1.教師自製教材<br>2.創業管理：策略與資源／Dollinger／智勝文化<br>3.創業管理的12堂課／劉常勇／天下文化<br>4.創業計畫實戰指南／Jeff A. Timmons 等／麥格羅．希爾<br>5.創新與創業精神／Peter Drucker／臉譜<br>6.New Venture Creation：Entrepreneurship for the 21st Century(七版)／Jeff A. Timmons/華泰<br>7.賴聲川的創意學／賴聲訓／天下文化 | Teaching Materials | |
| 成績評量方式 | 1.個案討論20%<br>2.事業計畫書撰寫30%<br>3.事業計畫書競賽30%<br>4.出席與課堂互動20% | Grading | 1.case study 30%<br>2.BP 30%<br>3.BP Contest 30%<br>4.attendance and interaction 20% |
| 教師網頁 | http://163.17.8.246/xms/ | | |
| 教學內容 | 本課程主要在教授創業基本概念與計畫書撰寫，並要求學生必須參加校內外任一創業競賽活動，本課程內容說明如下：<br>1.創業家精神簡介與創業實踐<br>(1)創業家精神定義<br>(2)創業家型態與特質。<br>(3)Peter Drucker的七種創新事業機會來源(4)科技和人文創新模式<br>2.創意發想與市場評估<br>3.創業專利與智財權保護和管理<br>4.創新事業計畫撰寫。<br>(1)創新事業之機會<br>(2)創新事業之市場<br>(3)創新事業之團隊<br>(4)事業計劃書撰寫 | Syllabus | The course mainly teach the basic concept of new venture creation and writing business plan, also ask couring student have to attend venture creation contest. The details of course includs:<br>1.introduction of entrepreneurship and new venture creation practice.<br>(1)defination of entrepreneurship<br>(2)kinds of characteristics of entrepreneurship<br>(3)Peter Drucker's 7 opportunity source of new venture<br>(4)innovation model of technology and humanism<br>2.business creatity development and market valuation<br>3. businss creation patent and IP protection and management.<br>4.business plan writing<br>(1)new venture opportunity<br>(2)new venture market<br>(3)new venture team<br>(4)new venture business plan writing |

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