朝陽科技大學 099學年度第1學期教學大綱
Entrepreneurial Planning and Management 創業規劃與管理

當期課號	1464	Course Number	1464
授課教師	陳博舜	Instructor	CHEN,PO SHUN
中文課名	創業規劃與管理	Course Name	Entrepreneurial Planning and Management
開課單位	行銷與流通管理系(四日)三A	Department	
修習別	必修	Required/Elective	Required
學分數	3	Credits	3
課程目標	本課程目標爲 1.以理論及個案研討方式帶領學生認識與增進的新創事業現況。 2.從創新觀點建立學生創新事業的觀念與規劃能力。 3.透過創新事業企業經驗介紹，學習如何提升自我創新事業潛能舞台。 4.引導學生對現今創新事業管理與實務進行思考、評論與競賽的參與。	Objectives	The objective of this course as below: 1. Use organizational theory, management and case studies lead students to understand and promote the cause of the entrepreneurship. 2. Take the innovation point of view to establish the cause of the students the concept of innovative capacity and entrepreneurial planning. 3. Learn how to enhance self-innovation and business potential of the stage in business practice. 4. Guide students to the cause of today's entrepreneurial management thinking and practice.
教材	OECD (2009) 歐盟創業發展。 教育部GlobalTiC創新事業核心課程。 教育部大專青年創業計畫書。 劉常勇，創業管理的12堂課，天下文化出版。 彼得・杜拉克，蕭富峰、李田樹譯（2002）。創新與創業精神。臉譜出版。 Shane, Scott A.，徐永宜譯（2005）。科技創業聖經。培生集團出版。 徐遵慈（2003）。女性創業：全球新築夢工程。御書房出版。 史蒂芬・史特勞斯（2005）。完全創業聖經：成功創業必知的關鍵訣竅、技巧、案例。臉譜出版。 陳春希(2008)，組織行爲，台灣培生，初版 溫金豐(2009)，組織理論與管理，華泰文化，二版(ISBN978-957-609-761-4)。 黃家齊譯(2010)，組織行爲學，華泰文化，十三版。 陳博舜(2009)，指導創業競賽的10個獲獎案例-如何學習"真"創業，working paper。 陳博舜(2010)，輔導創業成功的27個案例-如何創造投資2億元，working paper。 創業的學術期刊	Teaching Materials	OECD (2009)The euro entrepreneurship development. The entrepreneurial core course materials of the Ministry of Education, R. O. C. The entrepreneurship plan of the Ministry of Education, R. O. C. Liu, Chang-Yung. 12 business management classes. Culture Publishing. Peter Drucker (2002). Innovation and entrepreneurship. Face Publishing. Shane, Scott A. (2005). Technology start-ups in the Bible. Pearson Publishing Group. XU Zun-ci (2003). Female entrepreneurship: the new global project to build dreams. Royal Publishing. Stephen. Strauss (2005). Bible completely entrepreneurship: the success of entrepreneurial know-how will be the key to knowledge, skills, case. Face publishing. Chen, Chun-Hsi Vivian(2008). Organizational Behavior. Taiwan Publishing. Jin-Feng Uen (2009), organization theory and management - the basis and applications. Hwa Tai Publishing. Huang (2010). Organizational behavior. Hwa Tai Publishing. Chen, Po Shun (2009).Directing 10 award cases of the entrepreneurial games. Working paper. Chen, Po Shun (2010). Consulting 27 cases for entrepreneurial success. The academy Journals about Entrepreneurship
	創業計畫書(作業)撰寫50%[團隊及個人分數分算] 創業計畫書簡報5%[團隊及個人分數分算]		The report of entrepreneurial plan 50% (separate team and individual score) The Presentation of the

成績評量方式	全國性創業競賽參與15%[團隊及個人分數分算] 課堂考試20%[個人分數] 課堂參與10%[個人分數] 建議課前先具備:會計與市調能力	**Grading**	entrepreneurial plan 5%(separate team and individual score) Innovation and Entrepreneurship Game Participation 15%(separate team and individual score) Class exam 20%(individual score) Class participation 10%(individual score)
教師網頁	http://www.meworks.net/meworksv2a/meworks/page.aspx?no=39190		
教學內容	創業理論與組織理論與行爲的關係 創業計畫書內容與範例 自我覺察力與創業商機 個人與團隊行爲 組織理論 組織管理 財務分析 創新服務模式 創業團隊與組織結構的建立 組織的外在環境與創業基金 組織的內環境、創業資源與人際網絡的整合 組織的動態管理與創業成功的個案歷程 美國與台灣創業教育現況	**Syllabus**	The relationship about entrepreneurship theory, organizational theory and organizational behavior The context of entrepreneurship plan Self awareness and entrepreneurship opportunity Individual and team behavior Organization theory Organization management Finance analysis Innovation service model Entrepreneurship team and organizational structure Organizational external environment and entrepreneurship fund Organizational intrinsic environment, entrepreneurship resource and interpersonal network Organizational dynamic management and success case study U.S. and Taiwan's entrepreneurship education

尊重智慧財產權，請勿非法影印。