

朝陽科技大學 099學年度第1學期教學大綱
New Venture Planning 創新事業規劃

當期課號	3087	Course Number	3087
授課教師	許嘉倫	Instructor	HSU, CHIA LUN
中文課名	創新事業規劃	Course Name	New Venture Planning
開課單位	企業管理系(四進)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. 2. To recognize the potential market opportunities, exploit and utilize resource and human capital to earn entrepreneurial rents. 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 2.創業管理：策略與資源／Dollinger／智勝文化 3.創業管理的12堂課／劉常勇／天下文化 4.創業計畫實戰指南／Jeff A. Timmons等／麥格羅·希爾 5.創新與創業精神／Peter Drucker／臉譜 6.New Venture Creation：Entrepreneurship for the 21st Century(七版)／Jeff A. Timmons／華泰 7.賴聲川的創意學／賴聲訓／天下文化	Teaching Materials	1.Teaching material(handout) by teacher 2.Business Start-up Management 3.Twelve classes for Business Start-up 4.Guide of Start up business plan 5.Innovation and Entrepreneur 6.New Venture Creation：Entrepreneurship for the 21st Century 7.Mr. Lai's Creation Idea
成績評量方式	1.事業計畫書撰寫40% 2.事業計畫書競賽40% 3.出席與課堂互動20%	Grading	1.Business Plan 40% 2.Business Plan Contest 40% 3.attendance and interaction 20%
教師網頁	-		
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，才能拿到本課程學分。課程內容說明如下： 1.創業家精神簡介與創業實踐 (1)創業家精神定義 (2)創業家型態與特質。 (3)Peter Drucker的七種創新事業機會來源(4)科技和人文創新模式 2.創意發想與市場評估 3.創業專利與智財權保護和管理 4.創新事業計畫撰寫。 (1)創新事業之機會 (2)創新事業之市場 (3)創新事業之團隊 (4)事業計畫書撰寫	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 includes: 1.introduction of entrepreneurship and new venture creation practice. (1)defination of entrepreneurship (2)kinds of characteristics of entrepreneurship (3)Peter Drucker's 7 opportunity source of new venture (4)innovation model of technology and humanism 2.business creativity development and market valuation 3. businss creation patent and IP protection and management. 4.business plan writing (1)new venture opportunity (2)new venture market (3)new venture team (4)new venture business plan writing