

課程綱要與教學進度

106 學年度第 2 學期

課程名稱：(中文) 創業與創新管理		開課單位		經營管理研究所	
(英文) Entrepreneurship and Innovation Management		永久課號		IBM 6188	
授課教師：蔡蕙安					
學分數	3	必/選修	選修	開課年級	1
先修科目或先備能力：無					
<p>課程概述與目標：</p> <p>全球創業精神指標排名中，臺灣位居亞洲第一名、全世界第八名(根據美國「Global Entrepreneurship and Development Institute (GEI)」2015 排名)，42%的臺灣人覺察到市場有創業機會，更有高達 72.9% 臺灣人將創業視為職涯選擇(根據「全球創業觀察(Global Entrepreneurship Monitor, GEM)」2013 年度報告)但是，臺灣人害怕創業失敗的比例卻達 40.6%，且只有 27.2%的人認為自己有能力創業。</p> <p>本課程目的</p> <ol style="list-style-type: none"> 1. 了解創業家思維以及其如何因應新創事業所面臨之挑戰 2. 認識創業家各種籌資管道，以及投資者對於新創事業之期許 3. 探討新創事業成長茁壯之際須面臨之重要管理議題 4. 建立個人的領導計畫，如何開發「創業家精神」啟發創新、創造動機與動力。 5. 探討科技新創事業所面臨的法律及智財權議題 					
教科書(請註明書名、作者、出版社、出版年等資訊)		<ol style="list-style-type: none"> 1. 參考書目 <ol style="list-style-type: none"> A) W.D. Bygrave and, A. Zacharakis, Entrepreneurship, 3rd, Wiley, 2014. 創業管理 (陳明惠審訂、王筱甯編譯、華泰文化出版) B) D. Jeffrey H.,B. Gregersen, and Clayton M. Christensen. The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators. Boston, Mass.: Harvard Business Press, 2011 C) Christensen C. M., S.D. Anthony, and E.A Roth. Seeing What's Next: Using the Theories of Innovation to Predict Industry Change. Boston: Harvard Business School Publishing, 2004. 2. Harvard Business Review articles 3. 政治大學商學院哈佛個案發行中心： http://www.cases.nccu.edu.tw/harvard/tw/00/Help.aspx 			
課程大綱			分配時數		
單元主題	內容綱要	講授	示範	習作	其他 ¹
					備註

Business planning process	<ul style="list-style-type: none"> ✓ Opportunity Recognition ✓ Business model ✓ Entrepreneurial marketing ✓ Team founding 					
Financing	<ul style="list-style-type: none"> ✓ Financial statement ✓ Raising money for starting and growing business ✓ Other forms of financing 					
Legal issues	<ul style="list-style-type: none"> ✓ Legal and tax issues ✓ Intellectual property right ✓ Patent portfolio issues 					
Social entrepreneurship	<ul style="list-style-type: none"> ✓ Social enterprise 					

教學要點概述

Grading Schemes:

- (1) Individual Assignments (30%)
- (2) Rocket Pitch (Group Project) (10%)
- (3) Final Project (Group Project) (40%)
- (4) Class preparation and participation (20%)

師生晤談 (Office Hours)	排定時間	地 點	連絡方式
	Office hour: Wed 1-2pm or by appointment	B302-2	Email: Diana@nctu.edu.tw Phone: 23812386 x57631

教學進度表

週次	上課日期	課程進度、內容、主題
1	2/28	Syllabus Overview Innovation and Entrepreneurship
2	3/7	The Power of Entrepreneurship CASE: VERA BRADLEY
3	3/14	Opportunity Recognition, Shaping, and Reshaping CASE: Jim Poss
4	3/21	Understanding Business Model and Developing Your Strategy CASE: Zumba Fitness
5	3/28	Entrepreneurial Marketing CASE: Eu Yan San International, Ltd.
6	4/4	Building the Founding Team CASE: Zeo, Inc.
7	4/11	The Business Planning Process CASE: P'kolino
8	4/18	Rocket Pitch

9	4/25	Building Your Pro-Formal Financial Statements CASE: P'kolino Financial
10	5/2	Financing Entrepreneurial Ventures Worldwide CASE: Dayone
11	5/9	Raising Money for Starting and Growing CASE: Metacare
12	5/16	Debt and Other Forms of Financing CASE: Feed resource recovery
13	5/23	Special Topic: Sourcing and Marketing Technology HBR Case: NanoGene Technologies, Inc.
14	5/30	Legal and Tax Issues: Patent and IPP CASE: Tessera Paper: Anne Layne-Farrar & Jorge Padilla, Assessing the Link between Standard Setting and Market Power.
15	6/6	Entrepreneurial Growth CASE: Lazybones Paper: A Climate for Entrepreneurship
16	6/13	Social Entrepreneurship CASE: Year Up: workforce training for urban youth
17	6/20	Special Topic or Speaker
18	6/27	Final Presentation

備註：

1. 其他欄包含參訪、專題演講等活動。
2. 請同學遵守智慧財產權觀念及勿使用非法影印教科書。