

**南華大學107第1學期授課大綱**

課程代碼 Course Code	00047157	
中文名稱 Course Title (Chinese)	創業投資管理	
英文名稱 Course Title (English)	Venture Capital Investment Management	
學分Credit(s)	3/必修	
任課教師 Instructor	趙永祥	
上課時間 Lectures	星期5第6節 星期5第7節 星期5第8節	
課程時數Course Hour(s)	3	
授課語言1 Language of Instruction 1	英文	
授課語言2 Language of Instruction 2	中文	
是否使用原文書 Textbook (in English)	是	
本課程是否安排 業師授課	尚待確定中	
本課程是否配置 教學助理 或助教輔導教學 Teaching Assistant (TA) or Tutor	是	
A. 課程概述 Course Outline	<p>本課程的目標是為學生提供一個新企業創建過程的基本認識，以及最近的商業模式發展所提供的商業機會。本課程較著重在資金的籌募與運用，如何藉由資金的融資進而做最有效的投資運用。</p> <p>為了實現這一目標，授課重點有以下兩大主軸</p> <ol style="list-style-type: none"> <li>1. 建立學生對於新創事業成立的過程中，具備最基礎的概念。為我們的學生利用產業模式的變化，並且找到新的新創事業機會的可能性。</li> <li>2. 教授學生如何藉由資金的管理、運用與籌資去強化創業成功的機率。是非常重要的。</li> </ol> <p>This course aims to provide students with the basic understanding of the process of a new venture creation as well as the business opportunities provided by recent developments of Business Model.</p> <p>This course is an introductory investment management and business-creation strategy course that focuses on practical applications as well as analytical analyses of investment theories, practices and how to create a new business via effective funding management. It provides the basic knowledge about financial markets, valuation of investment tools, and different investment strategies. Those students who want to start a career as investment professionals or who want to improve their decision-making as individual investors will find this course very useful. The major topics include financial markets and instruments, portfolio theory, valuation of equity and fixed-income securities, options and futures. To achieve such a goal, to establish the student's basic understanding of the process of forming a new venture to enhance the success probability of business creation.</p>	
B.教學目標 Course Objectives		
中文教學目標 Teaching Objectives (Chinese)	英文教學目標 Teaching Objectives (English)	對應能力指標 Corresponding Competency

						Index
1. 訓練學生能了解財務管理之各種專有名詞與建立基本財務管理基本概念。	1.To provide an overview of various financial instruments.					A-A-DA1. 具備財金相關專業知識
訓練學生能建立財務管理與風險管理之基本概念	To train students to establish the basic concepts of financial management and risk management					C-A-DA1. 具備理論與實務，提升解決財金問題之能力
訓練學生能瞭解財務管理理論與實務的專業知識。	To train students can understand the theory and practice of financial management.					E-A-DA1. 具備財金倫理素養
訓練學生能運用財務管理專業知識，並能自覺學習運用於現在與未來生活與工作之中。	To train students and let them know how to use financial management methods in present and future life and career planning.					A-A-DA2. 具備獨立思考及專業工作能力
訓練學生能瞭解創業過程中如何藉由資金的籌募與管理達到一安全部位的資金管理與創業過程中應考慮的風險管理。	To train students can understand how to achieve a safe position in the process of fund-raising and risk management that should be considered in the process of entrepreneurship through fund-raising and management.					C-A-DA2. 具有創新規劃的能力
訓練學生具有團隊合作與創新思考的能力	To train the students to communicate well with the others and good ability in collaboration with team members.					D-A-DA2. 具有溝通協調及團隊合作的能力
C.核心能力 Core Competency	財金專業知能	自覺學習	財金實務應用	溝通合作	社會關懷	身心康寧
D.課程權重% Competency Weight	25	15	25	15	10	10
E.教材大綱 Teaching Material Outline	Financial markets and instruments Money market instruments; Bond market instruments; Equity markets History of financial markets History of financial innovation; Recent financial innovations Fund management and investment Historical mutual fund performance; Market efficiency and behavioral finance Diversification Expected portfolio returns and variance; Utility functions and expected utility; Risk aversion; The mean-variance problem; Capital allocation with other utility functions (CARA & CRRA) Business-creation strategy and Funding Management Funding management to support investment management					
F.教學方式 Teaching Approach(es)	講述 問題導向學習					

G.教學評量 Course Assessment	成績項目/評量項目 Grading	配分 Total Percentage	評量方式/ (達成能力指標) <a href="#">IEET認證之對照表(以CAC為例)</a> Assessment Method	細項配分 Allocation of Points or Percentages	說明 Notes	評量 附件 上傳
	平時成績/形成評量	30	紙筆測驗(筆試),實作評量(日常表現、表演、實作、作業、觀察、軼事記錄)	Homework participation in class Regular test		
	期中成績/總結評量	35	紙筆測驗(筆試)	Mid-term Exam		
	期末成績	35	紙筆測驗(筆試)	Final-term Exam		
	其它	0				

H.課程進度表 Course Progress Outline	週別/ 次別 Week	單元名稱與內容/ 學習重點名稱、內容 (建議註明學習方式代號) Unit Name and Content	備註/時數(團隊自主學習評量) Remarks / Hours	數位教材/ 需協助事項 Digital Textbook/Reference Material
	1	Financial markets and instruments		
	2	Money and bond markets; Money market instruments		
	3	Bond market instruments; Equity markets; Equity instruments		
	4	Exchange traded funds; Exchange trading and over-the-counter trading		
	5	Recent financial innovations (e.g., floating rate debt, zero-coupon bonds, poison-pill securities, swaps, futures)		
	6	Fund management and investment strategy		
	7	Market efficiency and behavioral finance		
	8	Investment returns in equity and bond markets		
	9	Mid-term Exam		
	10	Performance of hedge funds; Statistical arbitrage.		
	11	Return based trading strategies; Business-creation strategy		
	12	Funding management & operation management in business		
	13	Types of markets; Limit Order Markets; Bid-ask bounce (Roll); Adverse selection (Glosten-Milgrom)		
	14	Optimal insider trading (Kyle); Market microstructure and investment analysis		
	15	Expected portfolio returns and variance; Utility functions and expected utility; Risk aversion; The mean-variance problem		
	16	Capital allocation with other utility functions (CARA, CRRA); Estimating covariances: the index model constructing		
	17	Types of risk; Risk decomposition; Value-at-risk (VaR); Risk-adjusted performance measures		
	18	Final-term Exam		

I.指定用書	書名 Title of book	作者 Author	書局 Bookstore	年份 Year	國際標準書號(ISBN) International Standard Book
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Required Textbooks	Title of Book	Author	Bookstore	Year	Number
	Self-arranged Textbooks	Dr. Chao Yuang Shiang		2018	
J.參考書籍 Recommended Textbooks	MNE Investment and Risk Management in China Author: Dr. Yuang Shiang Chao ISBN: 978-3-330-82095-1 Publishing house: Golden-light Publishing company Website: <a href="https://www.goldenlight-publishing.com">https://www.goldenlight-publishing.com</a> <a href="https://www.goldenlight-publishing.com//system/covergenerator/build/2139">https://www.goldenlight-publishing.com//system/covergenerator/build/2139</a>  「請善用圖書館電子書。例如：成就自己的閱讀方法《北大學者談讀書》 <a href="http://www.airitibooks.com/detail.aspx?PublicationID=P20130610031">http://www.airitibooks.com/detail.aspx?PublicationID=P20130610031</a> 」				
K.先備能力 Prerequisite skills	None.				
L.教學資源 Teaching Resources	單槍 ,布幕 ,PPT ,自製講義				
M.注意事項 Notes	第一週上課時，務必向學生充分說明主要內容：講授大綱與成績考核方式，及尊重智慧財產權與不得非法影印等；且須上課滿十八週(含期中與期末考)。學生請假逾三分之一者，不得參與學期考試，該科目學期成績以零分計算。				
備註1 Remarks	依據 本校學則第30條規定 學生凡一學期中某科目曠課與請假合計時數逾三分之一者，視為學習不完整，不得參與該科目之學期考試，該科目學期成績以零分計算，授課教師於處份前應告知各相關學生。				