

南華大學107第2學期授課大綱

課程代碼 Course Code	00049436
中文名稱 Course Title (Chinese)	創業投資個案研討
英文名稱 Course Title (English)	Entrepreneurial & Career-creating Case Study
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
	<p>一、本課程透過創業個案研討方式，整個課程讓學生經由整體系統運作的規範瞭解，並能訓練學生能具備以下七項基本學養與能力：</p> <ol style="list-style-type: none"> 1. 了解成功商業模式、可行性分析與市場評估，如何培育自己的創業經營能力。 2. 明瞭如何申請政府在相關資金協助方案，並且評估相關資金需求與利潤計畫。 3. 如何掌握關鍵的創業步驟，訂出自己企業的願景與創業計畫書。 4. 如何創業的策略、資源分配計畫，以及有效執行創業的手段。 5. 訓練同學掌握如何創業的關鍵步驟，並能了解以何種執行方案真正落實自己的願景實踐創業構想。 6. 教授同學建立市場供需、產品發展、廠商行為、技術發展、產業趨勢分析之分析模型與相關實務知識。 7. 創業企劃書(Business Plan)的撰寫 <p>二、本課程編列四周課程輔導學生準備創新暨創業家的國際證照輔導考照 (International License counseling on Innovation and Entrepreneur's in business-creation)</p> <p>三、本課程希望學生組成創業小組並實驗創業的機制與程序，也鼓勵積極參與全國相關創業競賽。在掌握如何創業的關鍵步驟後，如何真正落實自己的願景尋求創業新構想。並制訂創業的策略，準備創業計畫書與爭取資源，解決創業過程中的問題，並有效訂出創業的步驟。</p> <p>本課程擬成立2 - 3組創業養成小組準備參加全國性創新暨創業競賽，課程中加強訓練學生以下應有能</p>

<p>A. 課程概述 Course Outline</p>	<p>力 (1)「技術創新實務」 (2)「商業營運實務」 (3)「創業管理經驗」 (4)「創業計畫書撰寫」之多元能力。</p> <p>本課程將訓練學生學習如何在進入職場後能有計畫性地為未來準備創業或投資做好應有的財務規劃，並進一步能找到未來提前規劃離開就業市場後的退休生活應該具備的一些理財規劃與投資概念、原則、方法和技巧，若能爭取到業師協同教學之經費，本課程將會安排兩場業師教學的演講，以金融服務業的產業為原則，能讓同學提前認識創業與投資理財應如何做有效率地規劃。</p> <p>This course mainly focus on the career-creating case study through real case, therefore students can understand the operation specification via the overall system and the initiative how to create a new business.</p> <p>The entrepreneurship part of this course include to train students to learn the basic concepts and strategy of business-creation and train students to learn business model and business-creation strategy with professional skills and experiences to become a successful entrepreneur who is familiarizing them with the challenges of starting up new ventures and the emerging new business models in the digital economy and the globalizing market.</p> <p>The second part of this course is learning about the critical talents required by a VC manager. Besides, figure out the way the Venture Capital (V.C.) managers assess a business proposal and evaluate a company.</p> <p>This course expects students to co-work with technology teams to come up with innovative business ideas and practice writing business proposals. Practical business cases will be studied and discussed at class in order to familiar students with actual scenarios of running a business.</p> <p>There have the following objects to enhance and execute in this course.</p> <ol style="list-style-type: none"> 1. Understanding the business model, feasibility analysis and market assessment, how to cultivate the ability to start their own business. 2. Understanding how to apply for government-related financial assistance programs, and to assess the financial needs associated with the profit plan. 3. How to master the key entrepreneurial step, set out vision and entrepreneurial business plan. 4. What types of business strategy, resource allocation plan, as well as an effective means of business execution. 5. To enhance the capability of analyzing the problems and finding the solving solutions. 6. To train the students to use the entrepreneurial business strategies such as Five marketing force analysis and SWOT analysis to understand the application of market management strategies during the startup business process.)
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<p>B.教學目標 Course Objectives</p>	
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<p>中文教學目標 Teaching Objectives (Chinese)</p>	<p>英文教學目標 Teaching Objectives (English)</p>	<p>對應能力指標 Corresponding Competency Index</p>
<p>透過剖析創業過程(start-up process)的各項活動，帶動新創事業創新成長的動力，進而激發學習者的創新與創業精神。</p>	<p>To train students to learn the basic concepts and strategy of business-creation and train students to learn business model and business-creation strategy with professional skills and experiences to become a successful entrepreneur.</p>	<p>C-A-DA1. 具備理論與實務，提升解決財金問題之能力</p>
<p>透過了解創業投資者評審以及輔助新創團隊的機制，強化創業者對於創業投資市場的認識</p>	<p>To train the students to enhance professional skills and experiences to become a successful entrepreneur who is familiarizing them with the challenges of starting up new ventures and the emerging new business models in the digital economy and the globalizing market.</p>	<p>A-A-DA2. 具備獨立思考及專業工作能力</p>
<p>培養財金專業與創業管理的專業能力</p>	<p>To train students learn business model and business-creation strategy with professional skills and experiences</p>	<p>A-A-DA1. 具備財金相關專業知識</p>
<p>培養學生具有溝通協調及團隊合作的能力</p>	<p>To train the students have communication and cooperation ability to manage a new business.</p>	<p>D-A-DA2. 具有溝通協調及團隊合作的能力</p>
<p>具有多元化思維、國際金融視野與國際市場投資部局及持續</p>	<p>To enhance the students own the ability of diversified, international financial and international market investment and self-learning</p>	<p>B-A-DA2. 具有多元化思維、國際金融視野及持</p>

學習成長的能力		financial and international market investment and self-learning			續學習成長的能力
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
D.課程權重% Competency Weight	30	15	25	20	10
E.教材大綱 Teaching Material Outline	<p>1. 培養同學在未來進入職場時能有潛在創業思維、創業策略與創業基本概念的素養，</p> <p>2. 培養同學尋找市場商機與開創新事業組織的能力。</p> <p>3. 透過剖析創業過程(start-up process)的各項活動，培養同學具有新創事業創新成長的動力，進而激發學習者的創新與創業精神。</p> <p>4. 透過了解創業投資者評審以及輔助新創團隊的機制，強化創業者對於創業投資市場的認識。</p> <p>5. 培養同學具有創新思維與創業分析的國際移動能力</p> <p>6. 藉由五力分析(Five marketing force analysis)、S(Segmentation)T(Targeting)P(Position)與SWOT等創業經營策略去瞭解初創事業過程的市場經營策略之運用 (To train the students to use the entrepreneurial business strategies such as Five marketing force analysis and SWOT analysis to understand the application of market management strategies during the startup business process.)</p> <p>7. 本課程編列四周課程輔導學生準備創新暨創業家的國際證照輔導考照 (International License counseling on Innovation and Entrepreneurs in business-creation)</p> <p>1. To cultivate students' ability to have potential entrepreneurial thinking, entrepreneurial strategies and basic concepts of entrepreneurship when they enter the workplace in the future.</p> <p>2. To cultivate students' ability to find market opportunities and create new business organizations.</p> <p>3. Through the analysis of the activities of the start-up process, to train students who will be motivated by the innovative growth of new careers, and then stimulate the innovation and entrepreneurial spirit of learners.</p> <p>4. To enhance student own entrepreneurs' understanding of the venture capital market by understanding the mechanisms of venture capitalists' review and assisting new teams.</p> <p>5. To train students' international mobility with innovative thinking and entrepreneurial analyzed ability.</p> <p>6. To train the student to prepare for to pass through the international license counseling on innovation and entrepreneurs in business-creation.</p>				
F.教學方式 Teaching Approach(es)	講述 討論或座談 發表學習				

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) IEET認證之對照表(以CAC為例) 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	40	紙筆測驗(筆試),檔案評量(書面報告或專題檔案)	1.regular Exam 10% 2. International license conselling and training to pass the license test 30%		
	期中成績/總結評量	30	紙筆測驗(筆試)	Mid-term Exam (written test)		
	期末成績	30	檔案評量(書面報告或專題檔案),口語評量(口頭報告、口試或課堂討論)	Final-term report 30% Case study report 10%		
	其它	0	None			

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	The basic concepts of Innovation & Entrepreneurship		
	2	Strategic Management of Technological Innovation		
	3	Strategic Management of Technological Innovation by Melissa Schilling		
	4	Source establishment and investment evaluation (Basic concepts and practice)		
	5	Value Proposition Design and operation (Part I)		
	6	Value Proposition Design and operation (Part II)		
	7	Business Model Generation		
	8	Enterprise Innovation: Cases and Research Methods / Breeding Coaching vs. Innovation Counselling		
	9	Mid-term Test		
	10	Business Model designed and practice		
	11	Trends and developments in financial technology (FinTech) (Part I)		
	12	Trends and developments in financial technology (FinTech) (Part II)		
	13	Venture Capital Management		
	14	Pre-commercial negotiating practice and the attention and regulations of signing contract		
	15	Management & Technology Teamwork - Entrepreneurship Plan Writing Guide / Practice (Part I)		
	16	Management & Technology Teamwork - Entrepreneurship Plan Writing Guide / Practice (Part II)		
	17	ase Study: Corporate Innovation / Individual or		

	17	Corporate Entrepreneurship Risk Response			
	18	Final-term group report			
I.指定用書 Required Textbooks	書名 Title of book	作者 Author	書局 Bookstore	年份 Year	國際標準書號 (ISBN) International Standard Book Number
	Business-creation strategy and risk management: Theory and Practice	Dr. Chao Yuang Shiang		2017	
J.參考書籍 Recommended Textbooks	吳偉文/ 李右婷（2010）《創業管理－事業經營與企業家職能》，台北：高立圖書(2010/02/10)，台北 ISBN：9789867097422 「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》 http://www.airitibooks.com/detail.aspx?PublicationID=P20130610031 」				
K.先備能力 Prerequisite skills	None				
L.教學資源 Teaching Resources	單槍 ,布幕 ,白板 ,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，授課教師於處分前應告知各相關學生。				