

## Tamkang University Academic Year 102, 2nd Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS AND ENTREPRENEURIAL MANAGEMENT	Instructor	HUANG, YUNG-KUEI
Course Class	TGNXB0C REQUIRED COURSES BY COLLEGE OF GLOBAL ON LANYANG CAMPUS, 0C	Details	<ul style="list-style-type: none"> <li>◆ Required</li> <li>◆ One Semester</li> <li>◆ 2 Credits</li> </ul>
D e p a r t m e n t a l   A i m   o f   E d u c a t i o n			
<ul style="list-style-type: none"> <li>I . Develop International Perspective and Global Awareness.</li> <li>II . Develop Interdisciplinary Professional Knowledge.</li> <li>III . Strengthen Teamwork and Interpersonal Relationship.</li> <li>IV . Develop Entrepreneurship and Innovative Thinking.</li> </ul>			
D e p a r t m e n t a l   c o r e   c o m p e t e n c e s			
<ul style="list-style-type: none"> <li>A. To Have the Ability of Handling International Affairs.</li> <li>B. To Have Innovative Perception and Enterprise Knowledge.</li> <li>C. To Have the Ability to Analyze and Solve Problems.</li> <li>D. Be Able to Complete Professional Works in Fluent English.</li> </ul>			
Course Introduction	<p>This subject introduces issues about how to start an enterprise, such as business responsibilities, entrepreneurship, ownership type, operations management, human resource management, marketing management, leadership and finance management. At the meantime, students are required to attend separate groups and make business plans. After completing this subject, students are expected to reach departmental teaching objectives.</p>		

**The Relevance among Teaching Objectives, Objective Levels and Departmental core competences**

I. Objective Levels (select applicable ones) :

- (i) Cognitive Domain : C1-Remembering, C2-Understanding, C3-Applying,  
C4-Analyzing, C5-Evaluating, C6-Creating
- (ii) Psychomotor Domain : P1-Imitation, P2-Mechanism, P3-Independent Operation,  
P4-Linked Operation, P5-Automation, P6-Origination
- (iii) Affective Domain : A1-Receiving, A2-Responding, A3-Valuing,  
A4-Organizing, A5-Characterizing, A6-Implementing

II. The Relevance among Teaching Objectives, Objective Levels and Departmental core competences :

- (i) Determine the objective level(s) in any one of the three learning domains (cognitive, psychomotor, and affective) corresponding to the teaching objective. Each objective should correspond to the objective level(s) of ONLY ONE of the three domains.
- (ii) If more than one objective levels are applicable for each learning domain, select the highest one only. (For example, if the objective levels for Cognitive Domain include C3, C5, and C6, select C6 only and fill it in the boxes below. The same rule applies to Psychomotor Domain and Affective Domain.)
- (iii) Determine the Departmental core competences that correspond to each teaching objective. Each objective may correspond to one or more Departmental core competences at a time. (For example, if one objective corresponds to three Departmental core competences: A, AD, and BEF, list all of the three in the box.)

No.	Teaching Objectives	Relevance	
		Objective Levels	Departmental core competences
1	Understand the contemporary business world	C2	A
2	Be able to discover and solve the problem of business management	C4	C
3	Become a corporative team member	A6	D
4	Be able to develop a business plan	C4	B

**Teaching Objectives, Teaching Methods and Assessment**

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understand the contemporary business world	Lecture, Discussion, Appreciation	Written test
2	Be able to discover and solve the problem of business management	Lecture, Discussion, Appreciation, Problem solving	Written test
3	Become a corporative team member	Discussion, Appreciation	Report
4	Be able to develop a business plan	Lecture, Discussion	Report

This course has been designed to cultivate the following essential qualities in TKU students

Essential Qualities of TKU Students	Description
◆ A global perspective	Helping students develop a broader perspective from which to understand international affairs and global development.
◇ Information literacy	Becoming adept at using information technology and learning the proper way to process information.
◇ A vision for the future	Understanding self-growth, social change, and technological development so as to gain the skills necessary to bring about one's future vision.
◆ Moral integrity	Learning how to interact with others, practicing empathy and caring for others, and constructing moral principles with which to solve ethical problems.
◆ Independent thinking	Encouraging students to keenly observe and seek out the source of their problems, and to think logically and critically.
◇ A cheerful attitude and healthy lifestyle	Raising an awareness of the fine balance between one's body and soul and the environment; helping students live a meaningful life.
◆ A spirit of teamwork and dedication	Improving one's ability to communicate and cooperate so as to integrate resources, collaborate with others, and solve problems.
◇ A sense of aesthetic appreciation	Equipping students with the ability to sense and appreciate aesthetic beauty, to express themselves clearly, and to enjoy the creative process.

#### Course Schedule

Week	Date	Subject/Topics	Note
1	103/02/17 ~ 103/02/23	Course Introduction	
2	103/02/24 ~ 103/03/02	Introduction of Business Plan	
3	103/03/03 ~ 103/03/09	Chapter 3 - Entrepreneurship, New Venture, and Business Ownership	
4	103/03/10 ~ 103/03/16	Guest Speaker	
5	103/03/17 ~ 103/03/23	Chapter 5 - Business Management	
6	103/03/24 ~ 103/03/30	Chapter 11 - Marketing Process and Consumer Behavior	3/28 Application
7	103/03/31 ~ 103/04/06	Spring Break	
8	103/04/07 ~ 103/04/13	Chapter 12 - Pricing, Distributing, and Promoting Products	
9	103/04/14 ~ 103/04/20	Chapter 14 - The Role of Accountants and Accounting Information	
10	103/04/21 ~ 103/04/27	Midterm Exam Week	
11	103/04/28 ~ 103/05/04	Chapter 1 - Business Environment	5/5 Deadline

12	103/05/05 ~ 103/05/11	Chapter 2 - Business Ethics and Social Responsibilities	
13	103/05/12 ~ 103/05/18	Presentations of Business Plan	5/16 BP Competition
14	103/05/19 ~ 103/05/25	Presentations of Business Plan	
15	103/05/26 ~ 103/06/01	Guest Speaker	
16	103/06/02 ~ 103/06/08	National Holiday	
17	103/06/09 ~ 103/06/15	Competitions of Business Plan	
18	103/06/16 ~ 103/06/22	Final Exam Week	
Requirement	1. Students are required to participate the BP competition. 2. 5-10 students as a team. 3. Midterm exam will be replaced by Business Plan(paper).		
Teaching Facility	Computer, Projector		
Textbook(s)	Ebert, R. J., & Griffith, R. W. (2011, Business Essentials, London: Pearson Education Ltd, 9th Ed.)		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 10.0 %    ◆ Mark of Usual : 15.0 %    ◆ Midterm Exam : 25.0 % ◆ Final Exam : 25.0 % ◆ Other <BP> : 25.0 %		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> . <b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b>		