

## Tamkang University Academic Year 103, 2nd Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS AND ENTREPRENEURIAL MANAGEMENT	Instructor	HUANG, YUNG-KUEI
Course Class	TGNXB0E REQUIRED COURSES BY COLLEGE OF GLOBAL ON LANYANG CAMPUS, 0E	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			
<p>I. Develop International Perspective and Global Awareness.</p> <p>II. Develop Interdisciplinary Professional Knowledge.</p> <p>III. Strengthen Teamwork and Interpersonal Relationship.</p> <p>IV. Develop Entrepreneurship and Innovative Thinking.</p>			
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			
<p>A. To Have the Ability of Handling International Affairs.</p> <p>B. To Have the Ability to Analyze and Solve Problems.</p> <p>C. Be Able to Complete Professional Works in Fluent English.</p>			
Course Introduction	<p>This subject introduces issues about how to start an enterprise, such as business responsibilities, entrepreneurship, ownership types, operations management, human resource management, marketing management, leadership and finance management. In the meantime, students are required to team up themselves to come up with business plans for competition. 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	AC
2	Be able to discover and solve the problem of business management	C4	B
3	Become a cooperative team member	C6	B
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, Problem solving	Written test
3	Become a cooperative team member	Discussion, Problem solving	Report
4	Be able to develop a business plan	Lecture, Discussion	Presentati

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	104/02/24 ~ 104/03/01	Course Orientation	Application of BP competition starts on Feb. 25
2	104/03/02 ~ 104/03/08	Introduction of Business Plan (plus 5-force model and SWOT analysis)	
3	104/03/09 ~ 104/03/15	Chapter 3: entrepreneurship, new venture and business ownership	
4	104/03/16 ~ 104/03/22	Chapter 3	
5	104/03/23 ~ 104/03/29	Chapter 5: Business Management	
6	104/03/30 ~ 104/04/05	No Class	
7	104/04/06 ~ 104/04/12	Chapter 5	
8	104/04/13 ~ 104/04/19	BP presentations	Application of BP competition ends on April 15
9	104/04/20 ~ 104/04/26	BP presentations	
10	104/04/27 ~ 104/05/03	Midterm Exam Week	

11	104/05/04 ~ 104/05/10	Chapter 11: Marketing Process and Consumer Behavior	BP competition deadline: May 8.
12	104/05/11 ~ 104/05/17	Chapter 11: Marketing Process and Consumer Behavior	
13	104/05/18 ~ 104/05/24	Guest speech	
14	104/05/25 ~ 104/05/31	Chapter 12: Developing and Pricing Products	
15	104/06/01 ~ 104/06/07	Chapter 13: Distributing and Promoting Products	
16	104/06/08 ~ 104/06/14	Chapter 15: Role of Accountants and Accounting Information	
17	104/06/15 ~ 104/06/21	Chapter 15: Role of Accountants and Accounting Information	
18	104/06/22 ~ 104/06/28	Final Exam Week	
Requirement	<ol style="list-style-type: none"> <li>Students are required to participate in the BP competition held at Tamsui campus. Students who fail to do so will fail this course as the BP project consists of 50% of the overall grade.</li> <li>8-10 students as a team.</li> <li>Midterm exam will be replaced by BP presentations.</li> </ol>		
Teaching Facility	Computer, Projector		
Textbook(s)	Ebert, R. J. and Griffith, R.W. (2011) Business Essentials (9th ed.). London: Pearson Education Ltd.		
Reference(s)			
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : 5.0 %    ◆ Mark of Usual : 15.0 %    ◆ Midterm Exam : 25.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other &lt; BP paper &gt; : 25.0 %</p>		
Note	<p>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>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>		