

Tamkang University Academic Year 104, 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"> ◆ Required ◆ One Semester ◆ 2 Credits
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. Construct Interdisciplinary Professional Knowledge.</p> <p>III. Strengthen Teamwork and Interpersonal Relationship.</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, 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	AB
2	Be able to discover and solve the problem of business management	C4	B
3	Become a cooperative team member	C6	BC
4	Be able to develop a business plan	C4	BC

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, Presentati
4	Be able to develop a business plan	Lecture, Discussion	Report, 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	105/02/15~ 105/02/21	Course Orientation	
2	105/02/22~ 105/02/28	Introduction of Business Plan (plus 5-force model and SWOT analysis)	
3	105/02/29~ 105/03/06	Holiday	Application of BP competition starts
4	105/03/07~ 105/03/13	Chapter 5: Business Management (179-185)	
5	105/03/14~ 105/03/20	Chapter 11: Marketing Process and Consumer Behavior (pp. 382-388)	
6	105/03/21~ 105/03/27	Chapter 12: Developing and Pricing Products (pp. 425-432)	
7	105/03/28~ 105/04/03	Chapter 13: Distributing and Promoting Products (pp. 446-448; pp.457-460)	
8	105/04/04~ 105/04/10	No Class	
9	105/04/11~ 105/04/17	BP presentations	4/20 Submission and application of BP competition due
10	105/04/18~ 105/04/24	Midterm Exam Week	

11	105/04/25 ~ 105/05/01	BP presentations	
12	105/05/02 ~ 105/05/08	Guest speech	MyTaiwanTour CEO: Michael Wu
13	105/05/09 ~ 105/05/15	Chapter 15: Role of Accountants and Accounting Information	
14	105/05/16 ~ 105/05/22	Chapter 15 continues	5/19 Finalists present at Tamsui campus
15	105/05/23 ~ 105/05/29	The Social Network	
16	105/05/30 ~ 105/06/05	Group Discussions: The Social Network	
17	105/06/06 ~ 105/06/12	Review	
18	105/06/13 ~ 105/06/19	Final Exam Week	
Requirement	<p>1.Students are required to participate in the BP competition held at the Tamsui Campus. Students who fail to participate in this activity will receive 0 points for the midterm and the BP project, which consist of 50% of the overall course grade.</p> <p>2.Midterm exam will be replaced by BP presentations.</p> <p>3.BP presentations must be performed in English only.</p> <p>4.If a student' s class absence reaches one-third of the total class hours (in a semester) for this course, the course instructor will notify the Office of Academic Affairs, and the student will not be allowed to take part in the remaining course examinations and will receive a semester grade (for this course) of zero.</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Ebert, R. J. and Griffith, R.W. (2015) Business Essentials (10th 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 〈BP paper〉 : 25.0 %</p>		
Note	<p>This syllabus may be uploaded at the website of Course Syllabus Management System at http://info.ais.tku.edu.tw/csp or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at http://www.acad.tku.edu.tw/CS/main.php .</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>		