

Tamkang University Academic Year 105, 2nd Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS AND ENTREPRENEURIAL MANAGEMENT	Instructor	WEILI JASMINE CHEN
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 type, operations management, human resource management, marketing management, leadership and finance management. At the meantime, this course will invite experienced business managers and entrepreneurs to share the ideas about creating a business. Students are required to attend separate groups and make business plans and attend entrepreneur competition. After completing this subject, students are expected to have abilities to create and manage a business.</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.	C3	BC
2	Understand the important issues of business management.	C4	BC
3	Be able to discover and solve the problems of business management.	P4	BC
4	How to become a corporative team member.	A6	BC

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	Understand the contemporary business world.	Lecture, Discussion, PBL	Written test, Practicum, Report, Participation
2	Understand the important issues of business management.	Lecture, Discussion, Appreciation, Simulation, Practicum	Written test, Report, Participation
3	Be able to discover and solve the problems of business management.	Lecture, Discussion, Practicum, Problem solving	Written test, Report, Participation
4	How to become a corporative team member.	Practicum, Problem solving	Practicum, Report, Participation

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	106/02/13 ~ 106/02/19	Course introduction / Business Environment	
2	106/02/20 ~ 106/02/26	CH1 Business Environment	
3	106/02/27 ~ 106/03/05	Holiday/Application	
4	106/03/06 ~ 106/03/12	CH3 Business Entrepreneurship: Starting and Operating a Business	Confirm group member by 3/6
5	106/03/13 ~ 106/03/19	Intro to Business Plan: Porter's Five Forces, Model & SWOT Analysis	
6	106/03/20 ~ 106/03/26	CH5 Business Management	
7	106/03/27 ~ 106/04/02	Starting a Business--SWOT Analysis	Group Discussion & Paper Work
8	106/04/03 ~ 106/04/09	Spring Break	No Class
9	106/04/10 ~ 106/04/16	Group Presentation: SWOT of a Business	4/10 SWOT Assignment Due in Class
10	106/04/17 ~ 106/04/23	Midterm Exam Week	
11	106/04/24 ~ 106/04/30	CH11 Marketing Process and Consumer Behavior	

12	106/05/01 ~ 106/05/07	CH12 Developing & Pricing Products or Services	
13	106/05/08 ~ 106/05/14	CH 13 Distributing & Promoting Products or Services	
14	106/05/15 ~ 106/05/21	Group Presentation: Business Plan	5/15 Assignment Due in Class
15	106/05/22 ~ 106/05/28	Group Presentation: Business Plan	
16	106/05/29 ~ 106/06/04	Guest speaker and application	
17	106/06/05 ~ 106/06/11	Course review	
18	106/06/12 ~ 106/06/18	Final Exam Week	
Requirement	<p>1. Every student will have to obtain a textbook for the semester.</p> <p>2. Late assignments will lose points (20% off)(無故作業遲交者：24小時內以80%計；24小時後不收件，不接受求情)。</p> <p>3. Any leave excuse shall be communicated to the instructor in person prior to classes. (學生若有公假、事假應於「課程前」親自告知老師，否則以缺席記。)</p> <p>4. The following behaviors will not be allowed in class (use cell phones,iPod, iPad, lap top computers, games, putting make-ups, longer than 5-min leave from classroom, napping, reading ones own materials. Those who conducts the above mentioned acts for three times will get a 0% participation for grade.)[「心思不在課堂者」(如：課程進行間學生若無故使用手機及iPad, iPod等、傳簡訊、玩電玩、打撲克牌、化妝、無故睡覺、看自己的書、離開教室超過5分鐘者，雖不記入曠課，但該堂課的參與成績為零，三次以上者出席率為0分。)]</p> <p>5. Issues or concerns associated with the course will need to communicate with the instructor during/after the class or office hours. (任何學生關於課程之學習狀況，如校外教學因故無法參與等，應利用課程、下課或 office hours 與老師溝通。</p>		
Teaching Facility	Computer, Projector		
Textbook(s)	Ebert, R. J. & Griffin, R. W. (2017). Business Essentials. London: Pearson Education Ltd. (11th edition)		
Reference(s)			
Number of Assignment(s)	2 (Filled in by assignment instructor only)		
Grading Policy	<p>◆ Attendance : % ◆ Mark of Usual : 35.0 % ◆ Midterm Exam : 15.0 %</p> <p>◆ Final Exam : 30.0 %</p> <p>◆ Other <2 test> : 20.0 %</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>		