

Tamkang University Academic Year 107, 2nd Semester Course Syllabus

Course Title	INNOVATION AND ENTREPRENEURSHIP MANAGEMENT	Instructor	CHEN, CHI-HSIANG
Course Class	TLCXM1A MASTER'S PROGRAM, DEPARTMENT OF BUSINESS ADMINISTRATION, 1A	Details	<ul style="list-style-type: none"> ◆ Selective ◆ 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			
<ul style="list-style-type: none"> I . Strengthen specialized knowledge. II . Train practical capabilities. III . Develop team work spirits. IV . Deepen professional ethics. 			
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"> A. To understand and utilize specialized knowledge of business administration. B. To plan, research, and write project reports independently. C. To communicate, negotiate, and collaborate to accomplish management projects by team work. D. To integrate management and technology intelligence to solve business problems. E. To have professional ethics and social responsibilities. F. To utilize foreign language to enhance management skills. 			
Course Introduction	<p>The materials for this course mainly focus on the capabilities enforcement on the entrepreneurial management, which includes the required skills, expertise, thinking methods, the challenge during the process of developing new business and the needs for the strategic analysis.</p> <p>Meanwhile, this course will be the definition of innovation beginning from the value of imported innovation management issues, including technology strategy, innovation process, and the application of information networks, technology transfer and global competitiveness.</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	This course provides a practical guide to the process of successfully launching and growing an entrepreneurial venture.	C1	ABCDEF
2	Combination of theory, practice and case discussions, student is able to analysis entrepreneurial process; ccultivating the knowledge and technology for innovation and entrepreneurship.	C1	ABCDEF
3	Through case study of entrepreneurial management, student is able to comprehend efforts of theory and practice.	C1	ABCD

Teaching Objectives, Teaching Methods and Assessment

No.	Teaching Objectives	Teaching Methods	Assessment
1	This course provides a practical guide to the process of successfully launching and growing an entrepreneurial venture.	Lecture, Discussion	Report, Participation

2	Combination of theory, practice and case discussions, student is able to analyze entrepreneurial process; cultivating the knowledge and technology for innovation and entrepreneurship.	Lecture, Discussion	Report, Participation
3	Through case study of entrepreneurial management, student is able to comprehend efforts of theory and practice.	Discussion	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	108/02/18 ~ 108/02/24	Course introduction	
2	108/02/25 ~ 108/03/03	Introduction to entrepreneurship management	
3	108/03/04 ~ 108/03/10	Technology and innovation strategy	
4	108/03/11 ~ 108/03/17	Innovation/Five competitive forces introduction	
5	108/03/18 ~ 108/03/24	Recognizing opportunities and industrial trend	
6	108/03/25 ~ 108/03/31	Product life cycle introduction	

7	108/04/01 ~ 108/04/07	Feasibility study and environmental analysis	
8	108/04/08 ~ 108/04/14	Business model Introduction	
9	108/04/15 ~ 108/04/21	Developing a competitive business model	
10	108/04/22 ~ 108/04/28	Business plan introduction	
11	108/04/29 ~ 108/05/05	Marketing plan introduction	
12	108/05/06 ~ 108/05/12	Case study	
13	108/05/13 ~ 108/05/19	Case study	
14	108/05/20 ~ 108/05/26	Case study	
15	108/05/27 ~ 108/06/02	Case study	
16	108/06/03 ~ 108/06/09	Case study	
17	108/06/10 ~ 108/06/16	Final report (Presentation)	
18	108/06/17 ~ 108/06/23	Final report (presentation)	
Requirement	Final team report: 1~3 students		
Teaching Facility	Computer, Projector		
Textbook(s)	Lecture handout New Venture Creation. Spinelli and Adam, 10e. McGRAW-HILL Small Business Managemnt - Petty, Palich and Hoy. CENGAHE Learning, 18e		
Reference(s)	Innovation and Entrepreneurship. Mattews & Brueggemann. Routhedge.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : % ◆ Final Exam : % ◆ Other 〈Final report〉 : 60.0 %		
Note	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 . ※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		