

## Tamkang University Academic Year 108, 2nd Semester Course Syllabus

Course Title	BUSINESS ESSENTIALS AND ENTREPRENEURIAL MANAGEMENT	Instructor	CHIEN-MU YEH
Course Class	TGNXB0A REQUIRED COURSES BY COLLEGE OF GLOBAL ON LANYANG CAMPUS, 0A	Details	<ul style="list-style-type: none"> <li>◆ General Course</li> <li>◆ Required</li> <li>◆ One Semester</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 . Construct Interdisciplinary Professional Knowledge.</p> <p>III . Strengthen Teamwork and Interpersonal Relationship.</p>			
Subject Departmental core competences			
<p>B. To Have the Ability to Analyze and Solve Problems.(ratio:50.00)</p> <p>C. Be Able to Complete Professional Works in Fluent English.(ratio:50.00)</p>			
Subject Schoolwide essential virtues			
<p>2. Information literacy. (ratio:20.00)</p> <p>4. Moral integrity. (ratio:20.00)</p> <p>5. Independent thinking. (ratio:20.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:40.00)</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 presentation. After completing this subject, students are expected to reach departmental teaching objectives.</p>		

**The correspondences between the course's instructional objectives and the cognitive, affective, and psychomotor objectives.**

Differentiate the various objective methods among the cognitive, affective and psychomotor domains of the course's instructional objectives.

I. Cognitive : Emphasis upon the study of various kinds of knowledge in the cognition of the course's veracity, conception, procedures, outcomes, etc.

II. Affective : Emphasis upon the study of various kinds of knowledge in the course's appeal, morals, attitude, conviction, values, etc.

III. Psychomotor: Emphasis upon the study of the course's physical activity and technical manipulation.

No.	Teaching Objectives	objective methods
1	Understand the contemporary business world	Cognitive
2	Be able to discover and solve the problem of business management	Cognitive
3	Become a corporative team member	Cognitive
4	Be able to develop a business plan	Cognitive

The correspondences of teaching objectives : core competences, essential virtues, teaching methods, and assessment

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	BC	2457	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	BC	2457	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
3	BC	2457	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)
4	BC	2457	Lecture, Discussion	Testing, Study Assignments, Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note

1	109/03/02 ~ 109/03/08	Course Orientation	
2	109/03/09 ~ 109/03/15	Ch 1 Business Environment	
3	109/03/16 ~ 109/03/22	Ch 3 Entrepreneurship : Starting & Operating a Business	Assignment 1
4	109/03/23 ~ 109/03/29	BP Discussion	
5	109/03/30 ~ 109/04/05	Entrepreneurial-management-related movie	Assignment 2
6	109/04/06 ~ 109/04/12	Introduction of Business Plan : Porter's Five Forces Model & SWOT Analysis	
7	109/04/13 ~ 109/04/19	Ch 5 Business Management	
8	109/04/20 ~ 109/04/26	Ch 11 Marketing Process and Consumer Behavior	Assignment 3
9	109/04/27 ~ 109/05/03	Midterm Exam Week	
10	109/05/04 ~ 109/05/10	Ch 12 Developing and Pricing Products	
11	109/05/11 ~ 109/05/17	Ch 13 Distributing and Promoting Products	Assignment 4
12	109/05/18 ~ 109/05/24	BP Presentation	
13	109/05/25 ~ 109/05/31	BP Presentation	
14	109/06/01 ~ 109/06/07	BP Presentation	
15	109/06/08 ~ 109/06/14	BP Presentation	
16	109/06/15 ~ 109/06/21	BP Presentation	
17	109/06/22 ~ 109/06/28	Final Exam Week (Date:109/6/18-109/6/24)	
18	109/06/29 ~ 109/07/05	Supplementary teaching	
Requirement	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.		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Ebert, R. J. and Griffith, R.W. (2017) Business Essentials (11th ed.). London: Pearson Education Ltd.		
References			

Number of Assignment(s)	4 (Filled in by assignment instructor only)
Grading Policy	◆ Attendance :           %   ◆ Mark of Usual : 40.0 %   ◆ Midterm Exam : 20.0 % ◆ Final Exam : 20.0 % ◆ Other 〈Presentation〉 : 20.0 %
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>