

Tamkang University Academic Year 108, 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"> ◆ General Course ◆ Selective ◆ One Semester
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. Strengthen specialized knowledge.</p> <p>II. Train practical capabilities.</p> <p>III. Develop team work spirits.</p> <p>IV. Deepen professional ethics.</p>			
Subject Departmental core competences			
<p>A. To understand and utilize specialized knowledge of business administration.(ratio:30.00)</p> <p>C. To communicate, negotiate, and collaborate to accomplish management projects by team work.(ratio:30.00)</p> <p>D. To integrate management and technology intelligence to solve business problems. (ratio:40.00)</p>			
Subject Schoolwide essential virtues			
<p>1. A global perspective. (ratio:30.00)</p> <p>3. A vision for the future. (ratio:30.00)</p> <p>7. A spirit of teamwork and dedication. (ratio:40.00)</p>			
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 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	This course provides a practical guide to the process of successfully launching and growing an entrepreneurial venture.	Cognitive
2	Combination of theory, practice and case discussions, student is able to analysis entrepreneurial process; ccultivating the knowledge and technology for innovation and entrepreneurship.	Cognitive
3	Through case study of entrepreneurial management, student is able to comprehend efforts of theory and practice.	Cognitive

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ACD	137	Lecture, Discussion	Report(including oral and written)
2	ACD	137	Lecture, Discussion	Report(including oral and written)
3	ACD	137	Lecture, Discussion	Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	109/03/02 ~ 109/03/08	Course introduction	
2	109/03/09 ~ 109/03/15	Introduction to entrepreneurship management	
3	109/03/16 ~ 109/03/22	Technology and innovation strategy	
4	109/03/23 ~ 109/03/29	Innovation/Five competitive forces introduction	
5	109/03/30 ~ 109/04/05	Recognizing opportunities and industrial trend	
6	109/04/06 ~ 109/04/12	Product life cycle introduction	

7	109/04/13 ~ 109/04/19	Feasibility study and environmental analysis	
8	109/04/20 ~ 109/04/26	Business model Introduction	
9	109/04/27 ~ 109/05/03	Business plan introduction	
10	109/05/04 ~ 109/05/10	Developing a competitive business model	
11	109/05/11 ~ 109/05/17	Marketing plan introduction	
12	109/05/18 ~ 109/05/24	Case study	
13	109/05/25 ~ 109/05/31	Case study	
14	109/06/01 ~ 109/06/07	Case study	
15	109/06/08 ~ 109/06/14	Case study	
16	109/06/15 ~ 109/06/21	Case study	
17	109/06/22 ~ 109/06/28	Final report (presentation)	
18	109/06/29 ~ 109/07/05	Supplementary teaching: Final report (Presentation)	
Requirement	Final team report: 1~3 students		
Teaching Facility	Computer, Projector		
Textbooks and Teaching Materials	Lecture handout New Venture Creation. Spinelli and Adam, 10e. McGRAW-HILL Small Business Management - Petty, Palich and Hoy. CENGAHE Learning, 18e		
References	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.		