

Tamkang University Academic Year 110, 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"> ◆ Blended Course ◆ Selective ◆ One Semester ◆ 2 Credits
Relevance to SDGs	SDG4 Quality education SDG9 Industry, Innovation, and Infrastructure SDG11 Sustainable cities and communities SDG17 Partnerships for the goals		
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			
I . Strengthen specialized knowledge. II . Train practical capabilities. III . Develop team work spirits. IV . Deepen professional ethics.			
Subject Departmental core competences			
A. To understand and utilize specialized knowledge of business administration.(ratio:30.00) C. To communicate, negotiate, and collaborate to accomplish management projects by team work.(ratio:30.00) D. To integrate management and technology intelligence to solve business problems. (ratio:40.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:30.00) 3. A vision for the future. (ratio:30.00) 7. A spirit of teamwork and dedication. (ratio:40.00)			

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>
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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; cultivating 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

Note for Blended Course : When utilizing weekly digital instruction, please fill in "Online Asynchronous Instruction".

Week	Date	Course Contents	Note
1	111/02/21 ~ 111/02/25	Course introduction	
2	111/02/28 ~ 111/03/04	Introduction to entrepreneurship management	
3	111/03/07 ~ 111/03/11	Technology and innovation strategy	
4	111/03/14 ~ 111/03/18	Innovation/Five competitive forces introduction	Online Asynchronous instructiion
5	111/03/21 ~ 111/03/25	Recognizing opportunities and industrial trend	Online Asynchronous Instruction
6	111/03/28 ~ 111/04/01	Product life cycle introduction	Online Asynchronous Instruction
7	111/04/04 ~ 111/04/08	Feasibility study and environmental analysis	Online Asynchronous Instruction
8	111/04/11 ~ 111/04/15	Business model Introduction	
9	111/04/18 ~ 111/04/22	Business plan introduction	
10	111/04/25 ~ 111/04/29	Developing a competitive business model	
11	111/05/02 ~ 111/05/06	Marketing plan introduction	
12	111/05/09 ~ 111/05/13	Case study	
13	111/05/16 ~ 111/05/20	Case study	
14	111/05/23 ~ 111/05/27	Case study	
15	111/05/30 ~ 111/06/03	Case study	
16	111/06/06 ~ 111/06/10	Case study	
17	111/06/13 ~ 111/06/17	Final report (presentation)	
18	111/06/20 ~ 111/06/24	Supplementary teaching: Final report (Presentation)	
Requirement		Final team report: 1~5 students	

Teaching Facility	Computer, Projector
Textbooks and Teaching Materials	Lecture handout Entrepreneurship. Zacharakis et al. 15e. Wiley, Asian Edition Small Business Management - Petty, Palich and Hoy. CENGAHE Learning, 18e
References	Innovation and Entrepreneurship. Matthews & Brueggemann. Routledge.
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	<p>1. This syllabus may be uploaded at the website of the Course Syllabus Management System at https://info.ais.tku.edu.tw/csp or through the link of the Course Syllabus Upload posted on the home page of the TKU Office of Academic Affairs http://www.acad.tku.edu.tw/CS/main.php</p> <p>2. According to the Implementation regulations of distance education for junior college and above are prescribed pursuant to Article 2, "The distance learning course referred to in these Measures refers to more than one-half of the teaching hours in each subject."</p> <p>3. According to the regulations of Tamkang University Enforcement Rules for digital teaching, Paragraph 2 and Article 3, the distance learning course of our school must be "The course of digital teaching with distance learning platform or synchronous video system in our school. Teaching Hours include course lectures, teacher-student interaction discussions, quizzes and other learning activities."</p> <p>4. If there are any temporary course changes (including time changes and classroom changes of distance learning courses, blended courses), please make out an application according to regulations to the Office of Academic Affairs.</p> <p>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</p>