

## Tamkang University Academic Year 112, 1st Semester Course Syllabus

Course Title	SMALL AND MEDIUM SIZE ENTERPRISE MANAGEMENT	Instructor	CHEN, HSIAO-LING
Course Class	TLCXB4P DEPARTMENT OF BUSINESS ADMINISTRATION, 4P	Details	◆ General Course ◆ Selective ◆ One Semester
Relevance to SDGs	SDG4 Quality education SDG12 Responsible consumption and production		
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 . Understand specialized knowledge. II . Train practical capabilities. III . Develop team work spirits. IV . Deepen professional ethics.			
Subject Departmental core competences			
A. To understand basic knowledge of business administration.(ratio:30.00) B. To have abilities to write business plans and utilize information technology to collect, analyze, and integrate data.(ratio:10.00) C. To communicate, negotiate, and collaborate to accomplish business projects by team work. (ratio:30.00) D. To integrate management and technology capabilities to solve business problems. (ratio:20.00) E. To recognize professional ethics and social responsibilities.(ratio:10.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:10.00) 2. Information literacy. (ratio:30.00) 3. A vision for the future. (ratio:5.00) 4. Moral integrity. (ratio:5.00) 5. Independent thinking. (ratio:10.00) 6. A cheerful attitude and healthy lifestyle. (ratio:5.00) 7. A spirit of teamwork and dedication. (ratio:30.00)			

8. A sense of aesthetic appreciation. (ratio:5.00)

Course  
Introduction

This course explores the entrepreneurial and management process of small and medium-size enterprises, including entrepreneurship, establishing business plans, managing customer relationships, formulating marketing and growth strategies, and operating management. Through the exercise of the business plan, students will understand the management-related issues faced by entrepreneurs and managers.

**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	Explore management issues of small and medium-sized enterprises with the management knowledge	Cognitive
2	Teamwork to complete the operation plan	Psychomotor

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

No.	Core Competences	Essential Virtues	Teaching Methods	Assessment
1	ABE	2357	Lecture	Study Assignments, Discussion(including classroom and online), Report(including oral and written)
2	CD	1468	Discussion	Discussion(including classroom and online), Report(including oral and written)

Course Schedule

Week	Date	Course Contents	Note
1	112/09/11 ~ 112/09/17	Course Introduction 課程介紹	

2	112/09/18 ~ 112/09/24	The Entrepreneurial Life 創業生涯	Knowing yourself, exploring others
3	112/09/25 ~ 112/10/01	Integrity, Ethics, and Social Entrepreneurship 企業誠信、倫理與社會型創業	Knowing yourself, exploring others
4	112/10/02 ~ 112/10/08	Starting a Small Business 建立小型企業	Build up a team
5	112/10/09 ~ 112/10/15	(No class)National Day of the Republic of China 國慶日放假	No Class
6	112/10/16 ~ 112/10/22	The Business Plan: Visualizing The Dream 營運計劃：讓你的夢想被看見	Build up a team
7	112/10/23 ~ 112/10/29	The Marketing Plan 行銷計劃	
8	112/10/30 ~ 112/11/05	Building Customer Relationships 建立顧客關係	
9	112/11/06 ~ 112/11/12	Midterm Exam Week	
10	112/11/13 ~ 112/11/19	Product Development and Supply Chain Management 產品與供應鏈管理	
11	112/11/20 ~ 112/11/26	Professional Management and the Small Business 中小企業專業管理	
12	112/11/27 ~ 112/12/03	Managing Small Business Human Resources 中小企業人力資源管理	
13	112/12/04 ~ 112/12/10	Managing Small Business Operations 中小企業作業管理	
14	112/12/11 ~ 112/12/17	Managing Risk 風險管理	
15	112/12/18 ~ 112/12/24	【Group Oral Report(1) 小組口頭報告(1)】	
16	112/12/25 ~ 112/12/31	【Group Oral Report(2) 小組口頭報告(2)】	
17	113/01/01 ~ 113/01/07	Final Exam Week 【Group Oral Report(3) 小組口頭報告(3)】	
18	113/01/08 ~ 113/01/14	Flex week, learning activities should be arranged. 【Submit written report & feedback 提交書面報告和回饋】	
Key capabilities			
Interdisciplinary			

Distinctive teaching	
Course Content	Logical Thinking Sustainability issue
Requirement	<p>1. "Mark of Usual" refers to the class participation and iClass assignment. Late assignments will not be accepted.</p> <p>2. No more than 5 students to be a group.</p> <p>3. There are no exams for the midterms, but each group must submit a proposal for a business plan.</p> <p>4. In the final exam, each group must complete a business plan and make a 20-minute oral report with PowerPoint slides. In addition, an extra full written report of the business plan should be submitted to iClass by January 9, 2024.</p> <p>5. If you would like to ask for leave, please attach a leave slip.</p> <p>1. “平時評量”是指課堂參與和iClass作業。不接受作業遲繳。</p> <p>2. 每一小組至多5名學生。</p> <p>3. 期中考沒有考試，但每個小組須提交一份創業計劃提案。</p> <p>4. 期末考是每組必須完成一份完整的創業計劃書，並進行20分鐘的口頭報告，需有PPT。此外，創業計劃書的額外完整書面報告，請在2024年1月9日之前繳交於iClass。</p> <p>5. 請假請附假單。</p>
Textbooks and Teaching Materials	<p>Using teaching materials from other writers:Textbooks</p> <p>Name of teaching materials:</p> <p>Small Business Management(19E)(Longenecker, Petty, Palich, &amp; Hoy) ISBN: 9780357039410</p>
References	<p>中小企業管理 創業的觀點(18E)(李國璋編譯)(原著Longenecker, Petty, Palich, &amp; Hoy) ISBN: 9789869436571</p>
Grading Policy	<p>◆ Attendance : 10.0 %    ◆ Mark of Usual : 20.0 %    ◆ Midterm Exam : 30.0 %</p> <p>◆ Final Exam : 40.0 %</p> <p>◆ Other ( ) : %</p>
Note	<p>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>.</p> <p><b>※ Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.</b></p>