

Tamkang University Academic Year 112, 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		
Departmental Aim of Education			
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:25.00) B. To plan, research, and write project reports independently.(ratio:5.00) C. To communicate, negotiate, and collaborate to accomplish management projects by team work.(ratio:25.00) D. To integrate management and technology intelligence to solve business problems. (ratio:35.00) E. To have professional ethics and social responsibilities.(ratio:5.00) F. To utilize foreign language to enhance management skills.(ratio:5.00)			
Subject Schoolwide essential virtues			
1. A global perspective. (ratio:20.00) 2. Information literacy. (ratio:5.00) 3. A vision for the future. (ratio:20.00) 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

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.

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.

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	ABCDEF	12345678	Lecture, Discussion	Report(including oral and written)
2	ABCDEF	12345678	Lecture, Discussion	Report(including oral and written)
3	ABCDEF	12345678	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	113/02/19 ~ 113/02/25	Course introduction	
2	113/02/26 ~ 113/03/03	Introduction to Innovation Management	
3	113/03/04 ~ 113/03/10	Innovation Management	
4	113/03/11 ~ 113/03/17	Introduction to entrepreneurship management	Online Asynchronous instruction
5	113/03/18 ~ 113/03/24	Entrepreneurship Management	Online Asynchronous Instruction
6	113/03/25 ~ 113/03/31	Business Model Introduction	
7	113/04/01 ~ 113/04/07	Business Model Introduction (BCG, SWOT, 5 Forces Analysis)	
8	113/04/08 ~ 113/04/14	Developing a competitive business model	
9	113/04/15 ~ 113/04/21	Developing a competitive business model	
10	113/04/22 ~ 113/04/28	Developing a competitive business model	Online Asynchronous Instruction
11	113/04/29 ~ 113/05/05	Developing business plan	Online Asynchronous Instruction
12	113/05/06 ~ 113/05/12	Developing business plan	
13	113/05/13 ~ 113/05/19	Developing business plan	
14	113/05/20 ~ 113/05/26	Case study	
15	113/05/27 ~ 113/06/02	Case study	
16	113/06/03 ~ 113/06/09	Case study	
17	113/06/10 ~ 113/06/16	Case study	
18	113/06/17 ~ 113/06/23	Supplementary teaching	
Key capabilities		International mobility Information Technology Social Participation Problem solving	

Interdisciplinary	<p>STEAM course (S:Science, T:Technology, E:Engineering, M:Math, A field:Integration of Art and Humanist)</p> <p>Competency-based education 'competency exploration' sustained competency or global issues STEEP (Society, Technology, Economy, Environment, and Politics)</p> <p>In addition to teaching content of the teacher's professional field, integrate other subjects or invite experts and scholars in other fields to share knowledge or teaching</p>
Distinctive teaching	<p>Industry-university collaboration courses</p> <p>Project implementation course</p> <p>Learning technologies (such as AR/VR,etc.) incorporated to physical courses</p>
Course Content	<p>Intellectual Property (learning intellectual property)</p> <p>Logical Thinking</p> <p>Environmental Safety</p> <p>Green Energy</p> <p>AI application</p> <p>Sustainability issue</p>
Requirement	
Textbooks and Teaching Materials	<p>Self-made teaching materials:Textbooks, Presentations, Handouts</p> <p>Using teaching materials from other writers:Textbooks, Presentations, Handouts</p>
References	Innovation and Entrepreneurship. Mattews & Brueggemann. Routledge.
Grading Policy	<p>◆ Attendance : 20.0 % ◆ Mark of Usual : 20.0 % ◆ Midterm Exam : %</p> <p>◆ Final Exam : %</p> <p>◆ Other 〈Reports〉 : 60.0 %</p>
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>