

淡江大學 96 學年度第 1 學期課程教學計畫表

授課科目名稱：企業概論 (Introduction to Business)

授課教師：張瑋倫

開課班級	土木系營企系(日) 一 年 班						必/選修	必修
學分數	3 學分 3 小時 (單學期 3 學分)				先修科目	None		
教學內容 及進度	週次	月／日		內 容				
	第一週	9/17		Course Introduction				
	第二週	9/24		Chap1 導論&2 企業環境與全球化				
	第三週	10/1		Chap3 企業所有權與公司治理				
	第四週	10/8		Chap4 企業精神與創業				
	第五週	10/15		Chap5 企業道德與社會責任				
	第六週	10/22		Chap6 管理的內涵				
	第七週	10/29		Marketing I (Product + Price) (Chap8&9)				
	第八週	11/5		Marketing II (Place + Promotion) (Chap8&9)				
	第九週	11/12		Midterm				
	第十週	11/19		Brand Management				
	第十一週	11/26		IP Management				
	第十二週	12/3		Market Analysis				
	第十三週	12/10		Customer Relationship Management				
	第十四週	12/17		Human Recourses Management (Chap10)				
	第十五週	12/24		IT Management (Chap13)				
	第十六週	12/31		DAY OFF				
	第十七週	1/7		Financial Management (Chap11)				
	第十八週	1/14		Group Presentation				
講授方式	✓	課堂講授	✓	分組討論		參觀實習		其他 (_____)
教學設備	✓	電腦	✓	投影機		其他 (_____)		
教材課本	企業概論(Introduction to Business)，林建煌(華泰)，2007/8							
參考書籍	創業計畫實戰指南(Business Plans That Work)							
成績考 核方式		分組討論： 30 %			期中考： 30 %			期末報告： 40 %
		讀書報告： %			其他 (_____)： %			
備 考								

● Faculty

Wei-Lun Chang, Assistant Professor of Business Administration

Email: wlchang@ms10.hinet.net

● Dates

17 September 2007 to 14 January 2008

Tentative arrangement: Every Monday (time-slot from 2 to 4). These time will be adjusted if public holidays are encountered.

Venue: The class will be conducted at TKU (E519).

● Course Objective

This module aims to offer an entertaining course for business introduction. It provides students a chance to appreciate what are the essentials of a business and how to apply approaches to conduct a business plan.

In recent years, innovative types of business have emerged as an important indicator for creating a new enterprise. This course can help us to understand the essentials of a business and action in real-life organizational contexts; it has the potential to produce deep insights into organizational phenomena.

As the interest in creating a new business has increased over time, however, many people have raised questions about how an innovative business should be created and how its quality can be assessed. Through an appreciation of existing cases, this module seeks to help students to respond to some of these questions and to become familiar with the principles for the creation and evaluation of a business.

This module is designed to achieve four learning objectives:

- Learning business essentials by appreciating and discussing cases.
- Establishing critical thinking routines for creating a new business.
- Linking theory with real-life examples and understanding how to write a business plan.
- Presenting your ideas and elaborating as a concrete business plan.

● Teaching Modes

This module provides a relaxing learning environment. A Socratic approach is adopted to help students understand the theoretical issues emerging from the business essentials. **Meanwhile, the class will be divided into three time slots: 90 mins for lecture, 30 mins for break and discussion, and 60 mins for group presentation.**

Two core learning elements are incorporated throughout the module.

1. Appreciation of existing business cases: Each week we will learn how to evaluate and appreciate business cases which is related to the topic.
2. Practicing dialectical thinking: Each week we will use real-life examples to help students acquire critical thinking and investigation skills.

● Synopsis

The module is designed to cover the following topics:

1. Business Essentials
 - Chap1 to Chap6 from text book
2. Marketing
 - Marketing I (Product + Price)
 - Marketing II (Place + Promotion)
3. Brand Management
4. IP Management
5. Market Analysis
6. Customer Relationship Management
7. Human Resources Management (Chap10)
8. IT Management (Chap13)
9. Financial Management (Chap11)

● Course Assessment

In-class participation	30%	Attendance record and in-class contribution (discussion and presentation) are equally important.
Midterm	30%	The midterm exam will test the understanding of the business essentials base on chap1 to chap6 in the text book.
Business Plan	40%	A business plan for a start up business will be assessed, which contains a document (no more than 50 pages) and 10 mins presentation in the last week of the semester (the week of final exam). We will do a elevator pitch from those groups and choose top 5 to participate WeWin competition (http://www.wewin.com.tw) in 2008.

● Reference

Handouts will be disseminated one week before the class.

Selected text book is necessary and the reference books are optional.