

# 淡江大學 九十六 學年度第一學期 課程教學計畫表

壹、科目名稱：創業精神與領導

貳、授課老師：胡名雯

參、開課系所班級：產經所

肆、必選修：選修

伍、學分數：3

陸、先修科目：無

柒、教學內容及進度：

## Part I Entrepreneurship

1. Concept and Definition
2. Entry Decision and New Firms
3. Entrepreneurs and Self-employed
4. The Emergence of New Ventures
5. Entrepreneurship in the New Economy

## Part II Leadership

1. Definition and Research Perspectives
2. Contingency Approaches
3. The Personal Side of Leadership
4. Team Leader and Coach
5. Strategic Leadership

捌、授課方式：講授，文獻選讀，影片討論

玖、教學設備：電腦，單槍投影機

拾、教材課本：

Acs, Zoltan J., and David B. Audretsch, eds. (2003) *Handbook of Entrepreneurship Research: An Interdisciplinary Survey and Introduction*, Kluwer Academic Publishers.

Fu-Lai Tony Yu ed., *Taiwan's Economic Transformation in Evolutionary Perspective: Entrepreneurship, Government and Business systems*, ch. 3, New York: Nova Science.

Nahavandi, Afsaneh (2003) *The Art and Science of Leadership*, 3<sup>rd</sup> ed., Prentice Hall (智勝文化事業有限公司代理).

van der Horst, Rob, Sandra King-Kauanui, and Susan Duffy, eds. (2005) *Keystones of Entrepreneurship Knowledge*, Blackwell Publishing.

其他相關期刊論文。

拾壹、參考資料：

Hisrich, Robert D., Michael P. Peters, and Dean A. Shepherd (2005) *Entrepreneurship*, 6th. ed., McGraw-Hill (智勝文化事業有限公司代理).

Lim, Ghee Soon, and Richard L. Daft (2004) *The Leadership Experience in Asia*, 2<sup>nd</sup> ed., Thomson Learning (華泰文化事業公司代理).

影片：喜馬拉雅，阿拉伯的勞倫斯，驚爆十三天，英雄本色。。。

拾貳、成績考核方式：

	口頭報告： 50 %
	期末書面並口頭報告： 50 %