

課程資訊 (Course Information)					
科號 Course Number	11410MBA 500200	學分 Credit	3	人數限制 Class Size	
中文名稱 Course Title	創新與創業				
英文名稱 Course English Title	Innovation and Entrepreneurship				
任課教師 Instructor	張元杰(CHANG, YUAN-CHIEH) 陳信宏(Chen, Shin-Horng) more information				
上課時間 Time	S5S6S7	上課教室 Room	TSMC台積908		
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此科目對應之系 所課程規畫所欲 培養之核心能力 Core capability to be cultivated by this course					
課程簡述 (Brief course description)					
1.介紹創業管理的基礎知識與技能，使學生能瞭解創業精神與經濟發展、企業管理之間的關係及 實務創業家所關心主要問題。 2.開拓學生的視野，瞭解專業經理人除了要為股東善盡效率管理人之責任外，發揮創業精神才是 創造企業成長及獲得超額利潤的來源。有助於培養MBA學生以創新思維，處理既有企業的新事業 發展管理、創投事業經營與自行創業的能力。 3.使學生瞭解新創事業的特性與其所面臨的相關管理問題，如分析創業商機、撰寫創業計畫書、籌募資金、管理成長與經營團隊管理。 The ob<x>jective of this course is to provide the student with an understanding of the problems and challenges facing an entrepreneur in the process of creating a business. The course will use the development of a business plan as the focal point. Groups of students will develop a business plan piece by piece. Each group will make 2 case presentations and write a business plan during the semester.					
課程大綱 (Syllabus)					
Course keywords: innovation 5.0, innovation planning, business models, innovation policy, industrial transformation, entrepreneurship National Tsing Hua University Institute of Technology Management／MBA Course Syllabus: Innovation and Entrepreneurship (創新與創業) 授課教師／Instructors 張元杰 Dr. Yuan-Chieh Chang (yucchang@mx.nthu.edu.tw) 陳信宏 Dr. S.-H. Chen (shchen@cier.org.tw)					
A. 課程介紹／Course Description: 1.介紹創業管理的基礎知識與技能，使學生能瞭解創業精神與經濟發展、企業管理之間的關係及實務創業家所關心主要問題。 2.開拓學生的視野，瞭解專業經理人除了要為股東善盡效率管理人之責任外，發揮創業精神才是創造企業成長及獲得超額利潤的來源。有助於培養MBA學生以創新思維，處理既有企業的新事業發展管理、創投事業經營與自行創業的能力。 3.使學生瞭解新創事業的特性與其所面臨的相關管理問題，如分析創業商機、撰寫創業計畫書、籌募資金、管理成長與經營團隊管理。 The objective of this course is to provide the student with an understanding of the problems and challenges facing an entrepreneur in the					

process of creating a business. The course will use the development of a business plan as the focal point. Groups of students will develop a business plan piece by piece. Each group will make 2 case presentations and write a business plan during the semester.

Therefore the focus of this course is the planning and development of new ventures for the growth and profits of new or existing enterprises. The students will gain a firm understanding and the competence in the area of entrepreneurship. The business plan projects are required, which will further elaborate on particular aspects of the course according to the student's own objectives and background. The business plan projects also help to consolidate theories and best practices from the western countries to the context of Taiwan's industries. Interactive learning is emphasized throughout the course. Student's participation in class, including discussion, homework, and project presentation is a critical and integral part of the course.

B. Textbooks

1. 張元杰 & 黃天佑 (2023), 研發與創新管理, 台北: 元照/智勝出版社。
2. 陳明惠 (2010), 創業管理 (審定), 華泰文化。Bygrave, W. and Zacharakis, A., Entrepreneurship, MA: John Wiley & Sons.
3. 陳明惠 (2009), 創意管理, 台北: 智勝書局。

C. Evaluation:

1. Participation (Individual): 20%
2. Case and Exercise presentation (Group): 20%
3. Homework/ Reflection report (Individual): 20%
4. Final report (Group): 40%

D. Teaching Approach:

1. Lecture 50%
2. Case Study 30%
3. Presentation 20%

E. Course Schedule:

1. 創新管理思潮與開放式創新
2. 創新規劃與預測
3. 創新組織與團隊
4. 新產品開發與評價
5. 創業環境與團隊形成
6. 創業創意與設計思維
7. 價值主張與商業模式
8. 商機評估與個案

(Note: the instructor may adjust the above schedule at his discretion, depending on the backgrounds of the students and requirements of the course.)