

100-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創業管理	Serial No. / ID	1271 / BAR5030
Dept.	企業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	黃怡芬	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(一)234 / J114	Language	Chinese

Introduction
<p>This course is design for those individuals interested in c r e a t e ing a new business venture, acquiring an existing business, working in industries (e.g., banking) that serve the entrepreneur, or students who simply wish to familiarize themselves with the concepts, issues, and techniques of new venture c r e a t e ion and entrepreneurship.</p> <p>This course is design for those individuals interested in c r e a t e ing a new business venture, acquiring an existing business, working in industries (e.g., banking) that serve the entrepreneur, or students who simply wish to familiarize themselves with the concepts, issues, and techniques of new venture c r e a t e ion and entrepreneurship.</p> <p>The learning goals for the course are:</p> <ol style="list-style-type: none"> 1. To learn the language and theory of entrepreneurship. 2. To be able to identify and analyze entrepreneurial opportunities and evaluate these opportunities. 3. To visualize business plan as integrating the functional areas of business. 4. To assess the student ' s own entrepreneurial aspirations, abilities, and objectives.

Outline
<p>Part 1 Decision to becime an entrepreneur</p> <p>Part 2 Developing successful business ideas</p> <p>Part 3 Moving from an idea to an entrepreneurial firm</p> <p>Part 4 Managing and growing an entreperneurial firm</p>

Prerequisite
none