

100-2 Preliminary Syllabus, Da-Yeh Univ

| Information | | | |
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| Title | 創業管理 | Serial No. / ID | 2606 / BAB1013 |
| Dept. | 企業管理學系 | School System / Class | 進修學士班3年1班 |
| Lecturer | 黃怡芬 | Full or Part-time | 專任 |
| Required / Credit | Optinal / 3 | Graduate Class | No |
| Time / Place | (三)BCD / B202 | Language | Chinese |

| Introduction |
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| <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 |
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| <p>Part 1 Decision to become 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 |
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| none |