

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創新與創業管理	Serial No. / ID	3261 / GMN7012
Dept.	管理學院碩士在職專班	School System / Class	碩士在職專班1年1班
Lecturer	林清同	Full or Part-time	專任
Required / Credit	Required / 3	Graduate Class	No
Time / Place	(日)567 / B102	Language	Chinese

Introduction

the course is based on the leading research conducted by Department of Business Administration. The course is distinguished by its ability to combine theory with practice, allowing students to gain access and insight from the entrepreneurial business community

Outline

- 1.What on Entrepreneurial Management, 2 the Entrepreneurial process
3. The art of innovation
4. The analysis of marketing, customs and competition.

Writting the winning business plan.

Prerequisite

The students should be equipped with some basic competence such as: operation management,marketing, human resources management,R&D and finicial management.