

102-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	全球經營管理實務	Serial No. / ID	2979 / BAR5049
Dept.	企業管理學系碩士班	School System / Class	研究所碩士班1年2班
Lecturer	唐啟發	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(日)234 / B208	Language	Chinese

Introduction
<p>This course is designed to provide students with an overview of entrepreneurship while familiarizing them with the basic toolset necessary to plan and launch a new business. The course will focus on multiple topics including; benefits/drawbacks of entrepreneurship, concept to new venture, avoiding common mistakes, strategic management, forms of business ownership & franchising, pricing strategies, financing, location selection, and human capital management.</p>

Outline
<p>The objectives of this course are to help students learn the essential attributes of an entrepreneur and the stages one goes through in taking the seed of an idea and growing it into a successful business. But it also takes more than a good business plan and money to succeed - entrepreneurs must understand that all too often, the strengths that helped them be successful as start-up become liabilities to overcome in order to take it to the next level.</p>

Prerequisite
Entrepreneurship