

99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創業管理	Serial No. / ID	1816 / IE11424
Dept.	工業工程與科技管理學系	School System / Class	大學日間部4年1班
Lecturer	林朝源	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(四)ABC / H539	Language	Chinese

Introduction

Course Objectives:

1. To equip students with the knowledge for entrepreneurial ability, so that students can discover more possibilities, and further on take actions in starting a business, and increasing the

Outline

1. Introduction to entrepreneurial management
2. Resources and abilities in starting a business
3. Exterior environment for starting a business
4. Strategies for starting a business
5. Plannings for starting a business
6. Starting a business via internet
7. Financial affairs in starting a business
8. Franchise

Prerequisite

Basic knowledge in management