

99-2 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	創業管理	Serial No. / ID	1598 / BAM4130
Dept.	企業管理學系	School System / Class	大學日間部3年2班
Lecturer	杜強國	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(二)234 / B302	Language	Chinese

Introduction
<p>To experience the actual steps necessary to conceive a business idea, make a business plan, start a new enterprise, raise the money, and run it successfully.</p> <p>To start working in a team with others as a small group challenged to make top management decisions.</p> <p>To understand the impact of your decisions on the financial statement of a business, profitability, liquidity, your personal net worth, and to learn it in a way you will never forget and be able to use it for the rest of your life.</p> <p>To refresh your knowledge of the double entry system, (without excessive detail and with additional assistance if needed).</p> <p>To convert theory into actual financial results, understand why we get that result, how to generate a sound return on investment, and many ways to avoid failure.</p> <p>3</p> <p>To be able to analyze and evaluate a financial statement. To quickly grasp the true financial condition of a business for investment and management purposes.</p> <p>To build justified confidence in your business plan and financial decision-making.</p> <p>To understand the impact of Government and international politics/economics on business, and how to cope with taxes and regulations.</p> <p>To review many of our economic/social problems, and how they relate to business, and our personal lives, and our future.</p>

Outline
<p>The course covers how to buy or start your own business. It covers the key financial parts of a good business plan. We study good business policies on how to manage your own business venture, with emphasis on practical reality. The class will start a theoretical business, name it, do a business plan, and set management policy. Then by keeping the books of that firm, we will see the impact of your decisions on the financial results of the business.</p> <p>“ How to ” concepts include:</p> <ul style="list-style-type: none"> Recognizing and developing new business concepts and opportunities Teamwork to organize and manage a business The roles in business that every management team must perform for success Building a realistic business plan Why most businesses fail and how to avoid those mistakes How to raise risk capital and borrow money Interviewing, hiring, firing, and how to resign gracefully

Managing people, especially how to say “ NO ” politely
Cost Structure, margin analysis and pricing
Ethics
Evaluating financial statements to invest wisely
Negotiating
Dealing with labor Unions
The Truth About the Stock Market
Secrets of building wealth in Real Estate
How to make a Happy Business Partnership and/or Marriage
2
The World Banking system
World Power Politics
Global Marketing
Health, Survival Ideas and Retirement Success
AND MOST IMPORTANT, HOW TO ACHIEVE HAPPINESS IN YOUR LIFE.

Prerequisite

Basic management knowledge