

# 國立中山大學 管理學院

## 【創新與創業管理】數位課程 教學計畫

依據教育部「專科以上學校遠距教學實施辦法」及本校「實施數位課程相關作業要點」規定辦理。

### 一、課程基本資料

**課程名稱：**創新與創業管理【Innovation and Entrepreneurship】

**課程類別：**碩士班課程

**學分數：**3學分/選修

**開課單位：**國際經營管理碩士學程

**主授教師：**徐士傑

**開課期間：**一學期

**課程網址：**

### 二、課程簡介與目標

Entrepreneurship involves innovative and creative thinking, proactive and risk-taking behavior on the part of individuals, and is centrally concerned with the identification and exploitation of business opportunities. Entrepreneurship, thus, is best viewed as a process defined as “the pursuit of opportunity without regard to resources currently controlled” (Stevenson 1989).

One of the major dilemmas facing any entrepreneur is the abundance of "good" ideas. The tougher part is deciding which of them is the "good" opportunity that warrants pursuit by the entrepreneur! At a general level this course concentrates on building skills for identifying, screening and evaluating ideas and new venture opportunities and at a specific level these skills are applied to the Asia's business environment. Many people mistakenly believe that entrepreneurship means the creation of a new independent business only. From a process perspective, however, the act of entrepreneurship is also vital to the continued success of established businesses. In today's fast-changing competitive landscape, the skills of opportunity recognition, execution and exploitation of an idea and reaping the economic rewards from doing so are absolutely critical for large and small firms alike. Consequently, individuals possessing such skills are high valued and sought after by both new and established firms.

The insights gained from this course, thus, are widely applicable to many different business contexts. However, because of their financial independence and their many strategic and operating degrees of freedom, the context of new independent firms offers an excellent setting in which to study and learn the “fine art” of opportunity recognition, articulation,

assessment and exploitation.

### 三、課程內容大綱

The course will involve lectures, in-class discussions, individual and group assignments, exercises to be completed in and outside of class, and guest lectures. You are expected to read all the assignments and prepare discussion questions ahead of class.

Lecture#	單元內容	Hour
1	Course Introduction	3
2	Entrepreneurship Thinking	3
3	Design Thinking workshop (1)	3
4	Design Thinking workshop (2)	3
5	Opportunity Evaluation	3
6	Idea Pitch	3
7	Business Model (1)	3
8	Business Model (2)	3
9	Apply the Canvas to real business in Taiwan	3
10	Lean Start Up (1)	3
11	Lean Start Up (2)	3
12	Pivoting & Finance	3
13	Presentation Guideline&	3
14	Guest Speaker: Ken	
15	Law	3
16	Designing and delivering a Business opportunity presentation	3
17	Team Coaching Workshop	3

18	Pitch & Final Presentation	3
----	----------------------------	---

#### 四、評分標準

##### Notes and lecture handouts

Almost everything you need to participate in this subject is either in this subject outline or will be supplied as classes progress. This will include printouts of lecture slides, readings, mini-cases and a wide variety of materials. No textbook purchase is required. It is strongly recommended that participants acquire a simple, three-ring binder to keep all hard copy material (including this subject outline) neatly filed in one, accessible place.

Evaluation Component	Individual or Group	Percentage	Description
Participation	Individual	20%	Contribution to the learning environment
Idea Pitch	Individual	20%	Each student delivers a 2 minutes pitch of a venture idea (see details on Course Spaces)
Venture Canvas Presentation	Group	20%	<b>Each group presents the initial idea by following Business Model Canvas</b>
Business Opportunity Final Presentation	Group	20%	Each group presents the lessons learned from the evolution of their Business Model Canvas
Venture Plan (written)	Group	20%	
Total		100%	100%

Class participation and discussion is encouraged and expected. Guidelines for participation will be covered during the first class.

#### 五、參考書目

- Case: R&R
- The Six Dimensions of Entrepreneurship
- A Test for the Fainthearted
- Entrepreneurs as Creative Rebels with a Cause
- Case: Business Model Innovation at Wildfang Know Your Customers' Jobs to be done
- Business Model Canvas Overview (<https://strategyzer.com/canvas/business-model->

[canvas?url=canvas/bmc.\)](https://canvas?url=canvas/bmc.)

- Case: Rent the Runway
- Why Lean Start-up Changes Everything
- Case: Votizen
  
- Case: Is a Start-up's Strength Becoming Its Weakness?

## 六、教學方式

本課程採取同步遠距的方式。

This course will cover the above and other related issues almost exclusively through the use of case studies and analysis of actual business plans submitted for venture capital funding. Students are expected to have read the assigned material and prepared the case studies prior to the designated class session.

### **The good old-fashioned lecture**

So-called 'chalk and talk' is often denigrated but it remains a very efficient method of communication. The convener will endeavor to make mini-lecture sessions interesting and well-supported by visual materials, speaking notes, video-streaming, mini-exercises and internet connectivity as well as encouraging the asking of questions as the lecture progresses.

### **Class participation and dialogue**

Wherever possible the convener will encourage and facilitate class discussion and engagement as a means to crystallize key learning points.

### **The case method**

This subject employs the case method. Considerable detail about the cases to be used is provided in the relevant sections below.

The most important single piece of pre-reading and preparation for most class sessions of this subject is your preparation of a detailed analysis of entrepreneurial case studies that will be discussed in an open forum. The requirements for preparing these discussions are given in great detail on the Electronic Learning site outline.

There are approximately 5 substantial cases requiring a substantial time investment. You are expected to read them prior to the commencement of the respective session for discussion.

Some other mini-cases may be 'sprung' on participants as 'surprise packages' at various stages of the course.

The preparation, delivery and verbal defense of case analyses in open forum provides participants with the ability to apply the principles of new venture articulation and evaluation taught in the subject.

## 七、課程網址

For lectures: We will be using Microsoft Teams, Zoom.us for lectures and Cyber university and google drive for assignments submission.

## 八、互動討論

**Office hours:** By appointment (via zoom, please contact me via email to arrange meeting)

**Email :** [jackshsu@gmail.com](mailto:jackshsu@gmail.com)