“Innovation and Entrepreneurship Forum”

Syllabus – Spring, 2015

Time: 7:00 PM to 9:00 PM on selective Mondays, six meetings during the Spring Semester of 2014/2015.

Place: Lecture Hall on the Second Floor, the Yishiang Building, National Chengchi Universiy

Coordinator: Professor Chester Ho

Office hours: By appointment

Objective:
This course is designed to create a forum for industry leaders, with successes in innovation and entrepreneurship, to share their first hand knowledge and experiences with IMBA and other graduate students.

Format of the Course:
Speakers will decide the format of their meetings to allow as much interaction as they see fit. Each presentation will be 80 minutes or more, followed by a Q&A session. The speaker will decide when they like the 20-mins break to be.

Lectures and Panel discussion dates are set as follows:

March 2 – “From Innovation to Entrepreneurship”, Mr. Chester Ho, Professor, IMBA + EMBA, College of Commerce, National Chengchi University;

March 9 – "Sources of Innovation and Business Model Innovation", Mr. Chester Ho, Professor, IMBA + EMBA, College of Commerce, National Chengchi University;

March 16 – "Introduction of Venture Capital and Case Studies", Mr. Allan Edwards, Director and Trade Commissioner, Canadian Trade Office in Taipei;

March 23 – "Top 15 Most Popular Social Networking Sites: Business Model Analysis", Mr. Chester Ho, Professor, IMBA + EMBA, College of Commerce, National Chengchi University;

March 30 – "Bora Pharmaceuticals: Leadership and Entrepreneurial Success", Mr. Bobby Shen, Chairman and CEO of Bora Pharmaceuticals;

April 13 – “Entrepreneurial Financing and Startup Pitch Competition”, Mr. Chester Ho, Professor IMBA + EMBA, College of Commerce, National Chengchi University.

Language of the Forum: English

Requirements for Students:
Students should attend each keynote speech on time. Write a brief report (about 200-words) capturing major achievements of the speaker and key points of the presentation of the week, and e-mail it to the teaching assistant prior to the next presentation. The last report will be due on April 20.

Students are allowed to be absent twice with cause. A student automatically fails if absent for three or more meetings.

Grading:
Attendance and participation in discussion: 20%
Individual Reports: 40%
Team Presentation: 40%