

**IMBA PROGRAM
COLLEGE OF COMMERCE
NATIONAL CHENGCHI UNIVERSITY
(SME Management)
Fall 2014**

Attention!

This class takes 40 students only. Please submit the attached “Motivation of Taking” this course to IMBA office before September 10, 2014. Names of the final list will be posted on IMBA website September 15, 2014. Thank you for your interest in this class.

A. Class meetings: 19:10 – 22:00 Fridays; Company visits: daytime on Fridays

B. Instructor:

Prof. Carol Yeh-Yun Lin Office: RM#261004 (Ext. 81004)

E-mail: yehyunln@nccu.edu.tw

Office Hours: two hours before class or by appointment

Prof. David Chang

E-mail: David.chang@ccis.com.tw

Office Hours: please call 02-87682480 for appointment

C. Books

1. Textbook: not required. Students need to purchase management cases
2. Recommended Books: any SME management textbook, Harvard Business Review

C. Course Objectives

At the completion of this course, students should be able to:

1. understand the definitions and features of small and medium enterprise (SME)
2. understand the key success factors of running SMEs
3. learn various SME issues through case studies and company visits

D. Grading Policy

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| 1. Case preparation, class presentation & participation | 30%(Lin) |
| 2. Term Project (Team business plan) | 20%(Lin) |
| 3. One-page feedback report for each company visit (total 6) | 40%(Chang) |
| 4. Company visit attendance and participation | 10%(Chang) |

E. Important Notes and Policies

1. Professor Carol Lin will assign 4-5 persons as a team for case preparation, class discussion and term project.
2. Read the assigned cases carefully (unlike reading a story) and think about the message the case expects to convey.
3. Notebook computer is not allowed in the class, as case discussion requires full attention.
4. One week before company visits, assigned teams need to present company background to the whole class in preparation for the following week company visits.
5. For company visits, students need to pay the transportation fee and lunch.
6. After each company visit, each student needs to send one-page feedback report for each company to Prof. Chang.
7. Every team needs to present a business plan as a term project.
8. More than three absences (including the first class) will fail this course.
9. At NCCU, 85 up is equivalent to “A.” Please note that only very outstanding students will get 90+ (around 5 for a class of 40).

CLASS SCHEDULE

Week	Date	Content	Remark
1	9/19	Course introduction	Prof. Lin & Chang
2	9/26	SME general management & features of Taiwanese SME	Prof. Lin
3	10/3	Ivey case: Non-traditional female entrepreneur	Prof. Lin
4	10/17	Taiwan SME award winners (profiles of 10/24 two companies)	Prof. Chang
5&6	10/24	Company visit Social Enterprise Insights– Keelung Aromate Industries Co., Ltd. - Taipei	Prof. Chang
7	10/31	Harvard case: Bankinter: Growing through small and medium enterprises	Prof. Lin
8	11/7	Asia case: New life: scaling up social enterprise start-ups	Prof. Lin
9	11/14	SMEs in your country (profiles of 11/21 two companies)	All students
10&11	11/21	Company visit TCI CO., LTD. – Taipei Chuan-Li Ricecookie - Keelung	Prof. Chang
12	11/28	Ivey case: Alfred Brooks menswear limited	Prof. Lin
13	12/5	Business plan (profiles of 12/12 two companies)	Invited professor
14&15	12/12	Company visit (daytime) 85°C - Taipei Hair O'right International Corporation	Prof. Chang NT\$200/person for O'right, redeemable with purchase
16	12/19	Student business plan presentation & self-rated key success factors (by team)	Prof. Lin
17	12/26	Student business plan presentation & Course conclusion	Prof. Lin & Chang