

SME Management (Fall 2013)

(IMBA - class meeting 19:10 – 22:00 Wednesdays; company visits on Fridays)

Instructors: Prof. Carol Yeh-Yun Lin Office: RM#261004 (Ext. 81004)
Office hours: Wednesdays 18:30 – 21:00 or by appointment
Prof. David Chang (for appointment, please call 02-87682480)

Textbook: None, yet students are encouraged to check out relevant books from the library

Cases: Ivey case or company reports

Reference: 1.Journal of Small Business Management
 2.Harvard Business Review

Grading :

- | | |
|---|------------|
| 1. Class presentation, participation & reflection | 30% (Lin) |
| 2. Term Project | 20%(Lin) |
| 3. One-page report for each company visit with overall feedback of the company visits | 30%(Chang) |
| 4. Company background presentation | 10%(Chang) |
| 5. Field trip attendance and participation | 10%(Chang) |

Remarks:

1. Professor Carol Lin will assign 4 persons as a team for case and class discussion.
2. Read the assigned readings, cases, company background information. Discuss with team members before the class and company visits.
3. Students need to purchase cases. Notebook computer is not allowed in the class.
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 his/her own transportation and lunch.
6. After every company visit, each student needs to send one-page report for each company and an overall feedback to Prof. Chang.
7. A case study term project is to be carried out by each team. Please contact one SME for interview and turn in a 3000-word (about 5 pages) case study report to Prof. Lin.

(Course Schedule, Fall 2013)

<u>Date</u>	<u>Course content</u>	<u>Instructor</u>
9/25/2013	Course introduction	Prof. Chang & Lin
10/2	Taiwan case: Eco Arch & SME research results	Prof. Lin
10/9	(to be advised)	Prof. Lin
10/16	SMEs in students' countries	Prof. Lin& students
10/23	Ivey case: Non-traditional female entrepreneur	Prof. Lin
11/1 (Fri)	<u>(company visits)</u> hotel royal chiao his(礁溪老爺大酒店) Sinhpar Group(杏輝藥品工業股份有限公司)	Prof. Chang
11/6	Case: (to be advised)	Prof. Lin
11/15(Fri)	<u>(company visits)</u> Hun Ya Foods (宏亞食品) O'right (歐來德國際)	Prof. Chang & Lin
11/20	Ivey case: Eveline Charles: Sizing up opportunities	Prof. Lin
11/29(Fri)	<u>(company visits)</u> 85°C (美食達人 85 度 C) U-TECH(鈺德科技股份有限公司)	Prof. Chang & Lin
12/4	Term project presentation (Term project due) & course conclusion	Prof. Chang & Lin