

**IMBA PROGRAM**  
**COLLEGE OF COMMERCE**  
**NATIONAL CHENGCHI UNIVERSITY**  
**(SME Management)**  
**Fall 2015**

**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

Prof. David Chang (for appointment, please call 02-87682480)

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

**Office Hours:**

Prof. Carol Lin – two hours before class; Prof. Chang: by appointment

**C. Books**

1. Textbook: not required. Students need to purchase two 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. Company presentation (Group score)                        | 10% (Chang) |
| 4. One-page feedback report for each company visit (total 6) | 30% (Chang) |
| 5. 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.
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**

<b>Week</b>	<b>Date</b>	<b>Content</b>	<b>Remark</b>
1	9/18	Course introduction	Prof. Lin & Chang
2	9/25	SME general management & features of Taiwanese SME	Prof. Lin
3	10/2	Taiwan SME award winners	Prof. Chang
4	10/16	Ivey case: Non-traditional female entrepreneur	Prof. Lin
5&6	10/23	Company visit (Taichung) 均豪精密-Gallant Precision Machining Co., Ltd. 橙的電子-Orange Electronic	Prof. Chang
7	10/30	Entrepreneurship, young start-ups (IMBA Alumni)	Prof. Lin
8	11/6	Asia case: New life: scaling up social enterprise start-ups	Prof. Lin
9&10	11/13	Company visit (Taipei) 綠藤生機-Greenvines Biotech Co., Ltd. 大愛感恩- Da.Ai Technology Co., Ltd.	Prof. Chang
11	11/20	Business plan	Invited professor
12	11/27	SMEs in your country	All students
13	12/4	Ivey case: Alfred Brooks menswear limited	Prof. Lin
14&15	12/11	Company visit (Taipei & Taoyuan ) 中華徵信所-China Credit Information Service, Ltd 勤美集團- CMP Group	Prof. Chang
16	12/18	Student business plan presentation & course conclusion	Prof. Lin & Chang

The sequence of the company tour might be changed, it depends on the subject company's availability.