

103 學年度 商學院 英語授課課程大綱

<p>課程名稱 Course Title <input type="checkbox"/>模組 <input type="checkbox"/>個別</p>	<p>(中文) 創業管理與財務個案研究 (英文) ETP Graduate Case Studies in Entrepreneurial Management and Finance</p>
<p>課程目標 Course Objectives</p>	<p>This course is designed to help students apply financial knowledge to the management of start-up companies and their growth.</p>
<p>課程大綱 Course Description</p>	<p>This course is designed to help students apply financial knowledge to the management of start-up companies and their growth. Students should expect the course to be substantially more rigorous than its undergraduate counterparts. I expect you to have basic knowledge in corporate finance and economics. An important part of class discussion is done through case studies.</p>
<p>上課進度 Weekly Course Schedule</p>	<p>1. Introduction and get acquainted: Entrepreneurship and finance Lecture and discussion: A perspective on Entrepreneurship, Howard H. Stevenson, 1988 (9-384-131) Note on the financial perspective: What should entrepreneurs know? William A. Sahlman, Harvard Business Publishing (9-293-045) Homework: Each discussion group prepares a ppt for a 20-minute presentation on the business model of a real company. Please e-mail it to me by February 25.</p> <p>2. Identify entrepreneurial opportunities and development of business model Lecture and discussion: Some thoughts on business plans, William A. Sahlman, 1996 (9-897-101) Reinventing your business model(R0812C) (Chinese translation in 哈佛商業評論繁體中文版 2008 年 12 月號：商業模式再創新)</p> <p>3. Managing the risk of early ventures Beating the odds when you launch a new venture (R1005G) (Chinese translation in 哈佛商業評論繁體中文版 2010 年 9 月號：管控風險的創業冒險家) Case study: R&R (9-386-019)</p> <p>4. Exemplary entrepreneurs Case study: Bill Gates and Steve Jobs, 2008 (9-407-028)</p>

	<p>5. Different stages of a company Case study: Apple Inc. in 2010, David B. Yoffie and Renee Kim(9-710-467) Remember to turn in your term paper proposal</p> <p>6. Discuss your term paper proposals</p> <p>7. Do you have the right business partner for your product Case study: Shacom.com (9B08N015)</p> <p>8. Analysis of possible business model Case study: Beta Golf, Sahlman and Roberts, 2005 (898-162)</p> <p>9. Refining business model Case study : Zipcar: refining the business model, Myra Hart, Michael J. Roberts and Julia D. Stevens, 2005 (9-803-096)</p> <p>10. Challenges for the CEO after the establishment of the company Case study : Keurig, Paul W. Marshall and Jeremy B. Dann, 2004 (9-899-180)</p> <p>11. Deal structuring and fund raising Case study: Endeca Technologies (A), Hardymon and Lemer, 2003 (802-141)</p> <p>12. Separation of ownership and compensation Case study : NanoGene Technologies, Inc, Roberts and Cyr, 2003 (803-117)</p> <p>13. Management of a fast growing new venture Case study : Shurgard self-storage: expansion to Europe, Richard G. Hamermesh and Indra A. Reinbergs, 2005 (9-804-112)</p> <p>14. The impact of financing model on the development of company E Ink Financing Growth, Sahlman, 2000 (800-252)</p> <p>15. Case Study: Realization of value, IPO or sell out Case Study : Nantucket Nectars, Jon M. Biotti, 2000 (9-898-171)</p> <p>16. Term paper presentation</p> <p>17. Term paper presentation</p>
<p>教學方式 Instructional Method</p>	<p>Case studies.</p>

<p>課程要求 Course Requirements</p>	<p>1. This semester has seventeen weeks of class meetings. The flow of our discussion will basically follow the schedule below. My objective is very simple: to help you understand how entrepreneurship can make you more successful. You can also be a more successful investor with the knowledge acquired in this course. I will be the one who leads the discussion in class. However, I expect you to be very active in participating in the class discussion. A substantial part of your final grade (60%) will be determined by the quality of your participation, namely, the extent of your understanding of the class material, the quality of your discussion and the insight you provide to the class. You definitely will be called upon often to either discuss the class material or comment on a point at issue. You need to form work groups for all the work in this class. Each group consists of 4-6 students. You need to write a real world case in this semester. In principle, any topic is good as long as it is related to the subject matter of this course. In the fifth week you shall submit to me a one-page description of your topic. Please let me know why and how you are going to write the case. In the sixth week I will comment on your proposals. In the final meetings of the semester you need to present your case to the class. The presentation time is 20 minutes, no more and no less. The case needs to have the following components: motivation for writing the case, background of the case, analysis of the case with the information provided in the case, and implications for readers.</p> <p>2. On a case study day your case group has to turn in your answers to the case questions. I will not regularly grade your report, but it is important for you to do a good job because I randomly check them.</p> <p>3. I reserve the right to have a final examination. If the students perform well during the semester, then the final examination will be waved.</p>
<p>評量方式 Evaluation</p>	<p>Final grade will be determined by the term paper (40%) and class participation (60%).</p>
<p>教材及參考書目 Textbooks & Suggested Materials</p>	<p>1. Required text: Assigned cases and readings have to be purchased through the PERDO office of our college.</p> <p>2. Reference text: (optional) New Venture Creation: Entrepreneurship for the 21st Century, 8th ed., by Jeffrey A. Timmons and Stephen Spinelli, McGraw-Hill, 華泰文化：2377-3877</p> <p>You are encouraged to read: Asian Wall Street Journal, Economist, Investors Daily, Financial Times, 經濟日報，工商時報等</p>
<p>課程相關 連結網址 Course Website</p>	
<p>備註</p>	

申請教師簽章：



開課單位主管簽章

