**創新創業基礎**

Introduction to Innovation and Entrepreneurship

課程基本資訊與規劃

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| 開課單位 | 全校不分系學士學位學程 | | | | | 開課學年/學期 | 109學年度第二學期 |
| 授課語言 | □中文 ■英文 □其他:\_\_\_\_\_ | | | | | 人數 | 30 |
| 授課老師 | 張巍勳老師，吳馬丁老師 (Torbjörn Nordling) | | | | 課程類別 | □講義+實作   □講義 | |
| 課程名稱 | (中) 創新創業基礎 | | | | | | |
| (英) Introduction to Innovation and Entrepreneurship | | | | | | |
| 開課日期 | 110 年  2  月  22 日至 110 年 6 月 30 日， 星期二，第六節至第八節 | | | | | | |
| 上課地點 | 管理學院62203教室 | | | | | | |
| 課程類別及學分 | \_3\_學分 | | | 本課程為一般課程，共為18週課程。 | | | |
| 建議學生先修能力 | |  | | | | | |
| 建議修課年級 | | ■大一  ■大二  ■大三  ■大四  □碩士班  □ 不設限 (可複選) | | | | | |
| 建議修課學生背景 | | ■全校各院  □理學院  □工學院  □生科院  □電資學院  □管理學院  □文學院  □醫學院  □規劃設計學院  □社科學院  □其他:\_\_\_\_\_\_\_\_\_\_\_ | | | | | |
| 教學方法(含百分比) | ■講授 70 %    □實作     % ■報告20 %■討論 10 %   □研討會    %  □工作坊    %  □異地研究/校外教學    %   □其他    % | | | | | | |
| 評量方式(含百分比) | □問題考試    %  □小論文撰寫   %   □實驗操作     %  ■報告 20  %     □實作產品    %    ■出席率 60 %    ■小組討論 20 % | | | | | | |
| 基本素養 | ■人文素養  □環境關懷、敬業樂群  ■社會關懷  ■公民素養  ■國際視野 | | | | | | |
| 核心能力 | □自我勞動服務之認知及能力、擴展團隊生活學習之意願  ■專業與跨域能力  ■思考與判斷能力  ■語文與溝通能力  ■創新與領導能力 | | | | | | |
| 教學目標與課程概述.摘要(中文) | | | | | | | |
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| 教學目標與課程概述.摘要(英文) | | | | | | | |
| The purpose of this course is to teach innovative and entrepreneurial thinking and interdisciplinary collaboration. Classes are conducted through presentations, group discussions and practical exercises. The course is suitable for beginners interested in related industries. Courses include expert sharing and practice examples of innovative ideas. The course will invite new generations of successful experts in the field of innovation and entrepreneurship to share entrepreneurial thinking, interact with students and inspire students to think. Students do not need to take relevant courses in advance. Course scoring criteria include project reports, attendance and discussions, and practical drill performance. | | | | | | | |
| 課程學習目標 (請至少填寫三項) | | | | | | | |
| Learners are exposed to:   * The concept of innovation and entrepreneurship * The general issues and skills involved in innovation, entrepreneurship, and interdisciplinary collaboration * Real cases of successful or failed projects. | | | | | | | |
| 課程教材、參考書目: | | | | | | | |
| The Lean Startup, Eric Ries, http://theleanstartup.com/  Lean analytics, Alistair Croll & Ben Yoskovitz, <http://leananalyticsbook.com/>  Running Lean, Ash Maurya  Scaling Lean, Ash Maurya  The Lean Product Playbook, Dan Olsen  Outliers: The Story of Success, Malcolm Gladwell  The Tipping Point: How Little Things Can Make a Big Difference, Malcolm Gladwell  Zero to One, Peter Thiel | | | | | | | |
| 教學內容與進度說明(1學分需上課18週，依此類推) : | | | | | | | |
| 日期 | 週次 | | 進 度 說 明 | | | | |
| 2/23 | 1 | | Course introduction (Prof. Chang & Prof. Nordling) | | | | |
| 3/9 | 2 | | Product Design: Design thinking  1. What is design thinking?  2. Customer journey map and consumer insights  3. Business innovation brainstorming  4. Business model | | | | |
| 3/13 | 3 | | Team Matching (Location：Chung Cheng Gym ) | | | | |
| 3/30 | 4 | | The why and what of Business model canvas and Lean canvas (Prof. Nordling) | | | | |
| 3/16 | 5 | | MVP and PMF  1. What are MVP and PMF?  2.Minimum Viable Product (MVP) in different business models and application in real business cases  3.How to find Probability Mass Function (PMF) | | | | |
| 3/23 | 6 | | Case Study: Amazon  1.Overview  2.Business model  3.Business theory and structure  4.Case analysis | | | | |
| 3/30 | 7 | | Business model canvas exercise review | | | | |
| 4/06 | 8 | | Case Study: Apple  1.Overview  2.Business model  3.Business theory and structure  4.Case analysis | | | | |
| 4/20 | 9 | | Consumer Insights: Questionnaire Design and Analysis  1. How to design an adequate and effective questionnaire?  2. How to analyze the hidden message hidden within the questionnaire?  3. How to find your consumer insights? | | | | |
| 4/27 | 10 | | Mid-term project report – Presentation of your canvas  (Prof. Nordling) | | | | |
| 5/4 | 11 | | Case Study: Google  1.Overview  2.Business model  3.Business theory and structure  4.Case analysis | | | | |
| 5/11 | 12 | | Case Study: Facebook  1.Overview  2.Business model  3.Business theory and structure  4.Case analysis | | | | |
| 5/18 | 13 | | Venture Finance: Corporate and Equity Structure  1. Startup organization and equity split  2. When to start fundraising and who are potential investors?  3. Introduction to financing rounds and effects on equity. | | | | |
| 5/25 | 14 | | The why and what of Pitching and Pitch decks (Prof. Nordling) | | | | |
| 6/1 | 15 | | Pitching Workshop  1. PowerPoint content structure, design and presence | | | | |
| 6/8 | 17 | | How to write a Business Plan  1. What is business plan?  2. Content and structure of a business plan  3. How to write a business plan presentable for investors? | | | | |
| 6/15 | 17 | | Pitch presentation (Prof. Nordling) | | | | |
| 6/22 | 18 | | Final review | | | | |
| 預期教學成效 | | | | | | | |
| After completing the course, students are expected to have the ability to:   * Take a new perspective on innovation and entrepreneurship. * Learn to solve strategic programs with an innovative and interdisciplinary approach | | | | | | | |
| Other Surveys of Courses | | | | | | | |
| 1.本課程是否規劃業界教師參與教學或演講?   □是 ■否 2.本課程是否規劃含校外實習(並非參訪)?   □是 ■否 3.本課程是否可歸認為學術倫理課程?   □是 ■否 4.本課程是否屬進入社區實踐課程?   □是 ■否 | | | | | | | |
| 備註:  Grading   * Group projects (20%) * Participation (60%) * Presentations (20%) | | | | | | | |