

南台科技大學 100 學年度第 1 學期課程資訊

課程名稱	創業企劃
課程編碼	70N14801
系所代碼	07
開課班級	夜四技企管四甲
開課教師	劉居盈
學分	3.0
時數	3
上課節次地點	二 11 12 13 教室 S416
必選修	選修
課程概述	<p>課程之目的在幫助學生了解創業方面之基本範疇與核心概念，及對所學與企劃實務之討論，學生可獲未來就業之願景，實際體會深入了解創業企劃的要義。</p> <p>The purpose of this course is to help students understand the basic areas of entrepreneurship, and core concepts, and planning for the practice of learning and discussion, students are offered the vision of future employment, the actual experience of business planning in-depth understanding of the essence.</p>
課程目標	<p>瞭解創新與創業企劃意義、主架構、分析理論之相關知識;具備多層面思考及分析能力，並能夠將理論知識用至解決產業的創新與創業企劃上所面臨的問題與處理技巧;培養從事創新與創業企劃之態度;能了解產業最新發展趨勢，並培養學生系統思考及分析的興趣。</p> <p>Understand the significance of innovation and business planning, the main structure, theory of knowledge; with multi-level thinking and analytical skills and theoretical knowledge can be used to solve the industry in innovation and entrepreneurship on the planning and processing skills problems; training in innovation Attitude and entrepreneurial planning; understand the latest industry trends, and train students interested in systems thinking and analysis.</p>
課程大綱	<ol style="list-style-type: none"> 1. 創新與創業企劃的基本概念(The concept of innovation and business planning) 2. 創新的基本原理(The basic principle of innovation) 3. 創新模型(Innovation model) 4. 創新策略之擬訂(The development innovative strategies) 5. 創業管理的架構(Business management structure) 6. 創業的外部環境(Business internal environment) 7. 活用商品企劃工具(utilize product planning tool) 8. e 化商品企劃(E of product planning) 9. 企劃書寫作（摘要）(Business planning writing)(summary) 10. 企劃書寫作（公司介紹）(Introduction of company)

	<ul style="list-style-type: none"> 11. 企劃書寫作（市場分析）(Marketing analysis) 12. 企劃書寫作（競爭性分析）(competitiveness analysis) 13. 企劃書寫作（產品與服務）(product and service) 14. 企劃書寫作（流通運籌）(Circulation operations) 15. 企劃書寫作（財務企劃）(Financial planning) 16. 商品企劃個案研討(Product planning case study)
英文大綱	<ul style="list-style-type: none"> 1. The concept of innovation and business planning 2. The basic principle of innovation 3. Innovation model 4. The development innovative strategies 5. Business management structure 6. Business internal environment 7. utilize product planning tool 8. E of product planning 9. Business planning writing)(summary) 10. Introduction of company 11. Marketing analysis 12. competitiveness analysis 13. product and service 14. Circulation operations 15. Financial planning 16. Product planning case study
教學方式	
評量方法	
指定用書	
參考書籍	
先修科目	
教學資源	
注意事項	
全程外語授課	0
授課語言 1	華語
授課語言 2	
輔導考照 1	
輔導考照 2	