

個別課程英文授課大綱 表單編號：QP-T02-07-11

保存年限：10 年

<p>課程名稱 Course Title</p>	<p>(中文)創業管理與財務個案研究</p>		
	<p>(英文) Case Studies in Entrepreneurial Management and Finance</p>		
<p>授課教師 Instructor</p>	<p>周行一 Edward H. Chow</p>	<p>開課單位 Departments</p>	<p>財管系 Department of Finance</p>
<p>學分數 Credit(s)</p>	<p>3</p>	<p>修課對象 Target Students</p>	<p>Master</p>
<p>課程目標 Course Objectives</p>	<p>This course is designed to help students to apply financial knowledge to the management of start-up companies and established companies with entrepreneurial spirit. Students should expect the course to be substantially more rigorous than its undergraduate counterparts. I expect you to have basic knowledge in corporate finance, investments and economics. An important part of class discussion is done through case study.</p>		
<p>課程大綱 Course Description</p>	<p>請見上課進度</p>		

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<p>上課進度 Weekly Course Schedule</p>	<p>Course outline</p> <ol style="list-style-type: none"> 1. <u>(2/23) Introduction and get acquainted: Entrepreneurship and finance</u> Entrepreneurial finance: an overview of the issues and evidence, David J. Dennis, 2004, Journal of Corporate Finance 10, 301-326 A perspective on Entrepreneurship, Howard H. Stevenson, 1988 (9-384-131) Entrepreneurial marketing: learning from high-potential ventures, Joseph B. Lassiter, III, 2005 (9-803-036) 2. <u>(3/2) Identify entrepreneurial opportunities and development of business model</u> Some thoughts on business plans, William A. Sahlman, 1996 (9-897-101) Note on business model analysis for the entrepreneur, Taz Pirmohamed, 2002 (9-802-048) How venture capitalists evaluate potential venture opportunities, Roberts, 2005 (805-019) 3. <u>(3/9) Case study : capital budgeting</u> A Study of Taiwan's 3G License Auction, Alan Hsinghua Chang, Working Paper 4. <u>(3/23) Case study: analysis of possible business model</u> Beta Golf, Sahlman and Roberts, 2005 (898-162) 5. <u>(3/30) Case study : refining business model</u> Zipcar: refining the business model, Myra Hart, Michael J. Roberts and Julia D. Stevens, 2005 (9-803-096) <p style="text-align: center;">Remember to turn in your term paper proposal.</p> <ol style="list-style-type: none"> 6. <u>(4/6) Discuss your term paper proposals</u> 7. <u>(4/13) Case study : Challenges for the CEO after the establishment of the company</u> Keurig, Paul W. Marshall and Jeremy B. Dann, 2004 (9-899-180) 8. <u>(4/20) New venture finance</u> New venture financing, Howard H. Stevenson and Michael J. Roberts, 2006 (9-802-131) A note on valuation of venture capital deals. Hellmann, 2001 (E95) 9. <u>(4/27) Case study: Deal structuring and fund raising</u> Endeca Technologies (A), Hardyman and Lerner, 2003 (802-141) 10. <u>(5/4) Case study : Separation of ownership and compensation</u> NanoGene Technologies, Inc, Roberts and Cyr, 2003 (803-117) 11. <u>(5/11) Management of fast growing new venture</u> A note on managing the growing venture, Richard G. Hamermesh, James L. Heskett and Michael J. Roberts, 2005 (9-805-092) <u>Case study : Management of growth</u> Shurgard self-storage: expansion to Europe, Richard G. Hamermesh and Indra A. Reinbergs, 2005 (9-804-112) 12. <u>(5/18) Case Study : The impact of financing model on the development of company</u> E Ink Financing Growth, Sahlman, 2000 (800-252) 13. <u>(5/25) Case Study: realization of value, IPO or sell out</u> Nantucket Nectars, Jon M. Biotti, 2000 (9-898-171) 14. <u>(6/1) Case study : Change management of an established company</u> Why entrepreneurs don't scale, Hamm, 2002 (R0212J) Nissan Motor Company, Jeremy Cott and Thomas R. Piper, 2003 (9-200-067) 15. <u>spare for catching up or special lecture</u> 16. <u>(6/8) Term paper presentation</u> 17. <u>(6/15) Term paper presentation</u> I may invite speakers to give talks to you. To be announced.
<p>教學方式 Instructional Method</p>	<p>Lecture</p>
<p>課程要求 Course Requirements</p>	

評量方式
Evaluation

1. This semester has eighteen 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 sometimes to either discuss the class material or comment on a point in issue. You need to form work groups for all the work in this class. Each group consists of 4-5 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 final meetings of the semester you need to present your case to the class. The presentation time is 15 minutes, no more and no less. The case needs to have the following components: the background of the case, analysis of the case with the information provided in the case, and implications for readers.
 2. On the day when we have a case study your case group has to turn in your answers to the case questions. I will randomly grade your report.
 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.
- Your final grade will be determined by the term paper (40%) and class participation (60%).

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<p>教材及參考書目 Textbooks & Suggested Materials</p>	<p>1. Required text: Assigned HBS cases and readings have to be purchased through the PERDO office of our college.</p> <p>2. Reference text: 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: 不理財也發財—我的幸福理財書，周行一著，天下文化出版 Life 理財學，周行一著，天下文化出版</p> <p><u>Asian Wall Street Journal, Economist, Investors Daily, Financial Times, 經濟日報，工商時報等</u></p>
<p>課程相關 連結網址 Course Website</p>	
<p>備註 Remarks</p>	