

Cultural and Creative Entrepreneurship: Case Studies (Spring 2013)

Course offered in English and required to purchase 10 cases

Instructor: Carol Yeh-Yun Lin Ext. 81004, email: yehyunln@nccu.edu.tw

Class hour: 9:10 a.m. – 12:00 noon Tuesdays

Office hour: 8:30 – 9:00 a.m. & 12:00 – 12:30 p.m. Wednesdays or by appointment

Textbook: Not required

Reference: Harvard Business Review and innovation related articles

Class format: Case discussions and case writing

Grading:

1. Case discussion & attendance	50%
2. Mid-Term case analysis	20%
3. Individual Case (writing)	30%

Requirements:

1. Please come to the class on time and well-prepared with pre-class group discussion. Each student needs to read the cases or the assigned material before the class. Contribution to classroom discussion will be rated by both the quality and quantity of the comments/opinions.
2. Seating will be fixed after the “Add and Drop”, notebook computer is not allowed in the class.
3. This course requires purchasing 10 cases (including the mid-term case), transportation of 1-2 company visits may be on student’s own expense.
4. Perfect attendance will earn bonus points and more than three absences will fail this course (starting from the first class).
5. Learning should be “fun”, enjoy!

<u>Date</u>	<u>Chapters</u>	<u>Cases & Questions</u>
2/26/13		Introduction, the global creativity index
3/5		Cultural & creative industry in Taiwan
3/12		Visit Palace Museum
3/19		Case: Apple
3/26		Case: Lego
4/2		Case: Toy2R (Hong Kong case)
4/9		Company visit – Jia Inc.
(4/15)		No class: Take home mid-term case analysis
4/16		Case: Jade Link (China case)
4/23		Case: Maple Leaf
4/30		Case: 7-11 in Taiwan

5/7	Company visit – Yi-Tai
5/14	Cultural & creative industry in your country
5/21	Case: Music and the real world
5/28	Case: Online apartment rental market
6/4	Case: EMC Foundation
6/11	Student case sharing
6/18	Student case sharing, course conclusion (report due)