

文藻外語大學特色學分班

中文課程名稱 Chinese Name of Course	新創事業與融資	學分/時數 Credits/Hours	2 學分(每學期)/ 4 小時(每週)*9 週
英文課程名稱 English Name of Course	Startup Business and Fundraising (instructed in English)		
課程內容概要 Course Content Synopsis	<p>本課程目標旨在幫助學生進行創業計畫實作學習，主要課程內容包括新創事業法規調查與研究、市場調查與分析、產業分析與市場定位、新創事業設立預定時程及財務預測與各項收支假設基礎等，以使學生對創業計畫有完整的概念。</p> <p>The course of startup enterprise and fundraising is aiming to give students a comprehensive introduction to the major sections of a business plan covering legal compliance with law and regulation, marketing information collection and analysis, core competence and SWOT analysis, planned schedule, and projected income statement.</p>		
課程學習目標 Course Learning Goals	<ol style="list-style-type: none"> 1. 使學生學習撰寫新創事業計畫書。 2. 使學生了解新創事業規劃與報告程序。 3. 使學生學習評估新創事業的可行性。 4. 讓學生能夠運用基礎假設進行財務規劃。 5. 使學生培養邏輯思辯與解決問題能力。 <p>The overall objective of this course is</p> <ol style="list-style-type: none"> 1. to provide practical training of preparing a business plan for startup business 2. to learn the planning and reporting process for startup business 3. to learn the skills to conduct business environment analysis and evaluate the feasibilities of entrepreneurship 4. to learn business assumptions for financial projection 5. to possess critical thinking and problem solving abilities to design, conduct and execute the projects 		