國立台灣科技大學 114學年 第2學期　課程大綱

Spring 2026 NTUST Course Outline

授課教師：張譯尹

Instructor:Yi-Ying Chang

課程名稱：科技創新創業

Course Title：Technology Venturing

2026/11/3

課程代號： BA4207302 Course Code 學分數： 3 Credits	必選修：必修/半學年 Required/Electve:Required/Half Yr. 先修課程： Prerequisites
節次教室： Time/Location	T2(MA-506) T3(MA-506) T4(MA-506)
專業核心能力： Core Professional Competencies	創新與創業能力與相應之管理能力
課程網址： Course Website	
課程宗旨： Course Objectives	The focus of this class is on technology ventures — how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge trends such as "entrepreneurial method" and "lean startup," emphasis on the ideation process and development of an effective business plan, coverage of product and market development, structuring your venture, raising capital, sales and marketing, people management, and even strategies for exiting your venture.
課程大綱： Outline of Lectures	以客戶為導向的產品設計與發展;行銷與銷售科技產品在全球市場上; 創業的募資過程; 創業管理實務; 不同的創業退出策略
授課方式： Method of Instruction	講授 Lecture：% 分組討論 Group discussion：% 案例研討 Case study：% 操做練習 Practical exercises：% 講授 Lecture：%
教科書： Textbooks	
參考書目： References	
修課須知： Notice	
評量方式： Grading	
備註說明： Notes	