



National Kaohsiung University of Hospitality and Tourism
International Bachelor Program in Tourism Management (ITM)

Course Outline

Subject : 創業經營管理 Entrepreneurship

Credit : 3

Course Hours : 3

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Teaching Purpose	The purpose of this course is to provide all business concepts related to the process of designing, launching and running a new business. Through the course, students will be encouraged to design innovative products for one of the campus' events. Also, the course will equip them to draft, pitch, and prototype their future business plans.
Course Content	<ul style="list-style-type: none">◆X Business concepts for entrepreneurs◆X Entrepreneurship fundamentals◆X Innovation and entrepreneurship◆X Business plan and pitching◆X Design thinking
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