

跨越挑戰培育校園成功創業家

From Thinking to Doing: Establishing Real Entrepreneurs in Campus

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近年來創業教育已在台灣及世界各地成為潮流，但也有擔心趕流行反而培育花拳繡腿的非人才。不過，無可爭辯的事實是時代變化極快速，各國均認知教育方法及目標需與時俱進。特別是高教直接影響領導人才的培育及競爭力，各方更是迫切尋求方向及做法。主要是現代網路及各式資源普及，大學教育的重點已從知識的取得轉成應用知識及解決問題的能力訓練。而創業家的特色在於發現未滿足的需求，突破環境限制，創造並提供經濟可行的解決方案，因此創業教育若能落實，確能達成既廣又深的新世代教育目標。據此理念所發展的擬真高科技創業課程，強調團隊合作，引導學生系統化的體驗真實創業的挑戰與難度，鼓勵有計劃與預備，因而真實培育數家創業營收破億的公司，但更多人因修課而清楚人生方向，也很得幫助。此課程下一階段的挑戰是如何普及化。

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Rushing into entrepreneurship education has become a common phenomenon in most campuses around the world in recent years.

However, this trend has also aroused criticism about training shallow, short-sighted learners. Nevertheless, the world is evolving at an increasingly rapid rate, and every government is struggling to realign the purpose and approach of education, particularly the higher education, as it has the most impact on establishing a leadership talent pipeline. Generally, higher education is moving away from only knowledge acquisition but emphasizes problem-solving capability because of the ubiquitous internet connections and readily available resources.

Since the essence of entrepreneurship is to identify unmet needs and to which creatively provides economical solutions, solid entrepreneurship training is believed to be an effective way to develop T-shaped talents, the late education goal.

Based on the same principle, we have developed an experiential learning program, aiming at establishing well-rounded entrepreneurs. Within a few years, the program has led to numerous successful startups and even helped course takers to have clearer career plans. The next challenge of this program is to duplicate to other campuses without loss of quality.