管院學士班課程大綱
BBA Program Syllabus

2026.07.29 修訂

系所 Department	財金系 Finance	必選修 compulsory/elective	選修 Elective
課程名稱 Course title	創業投資與私募股權 Venture Capital and Private Equity	學分數 Credit(s)	3
課號 Course Code	5154321 (Finance)	全英文授課 English Taught (EMI)	否(No)
學年/學期 academic year/Semester	115 學年度第 1 學期 Fall 2026	上課地點 Classroom	管院 401-3 室 Room 401-3, COM
講授教師 Instructor	李佩璇 Dr. Patricia Pei-Hsuan Lee	上課時間 Time	週二 09:10-12:00 Tuesday, 09:10-12:00
教師辦公室&諮詢時間 Instructor office & office hour	管院 356 室 Room 356, COM Tuesday, 15:00-17:00	教師聯絡資訊 Instructor Contact	Phone: (05)2720411 ext. 34208 Email: patricia@ccu.edu.tw
助教 Teaching assistant	TBA	助教 聯絡資訊 TA contact	Email:
先修課程 Pre-requisite courses	投資學 Investment		
學習目標 Learning Objective	This course has three primary objectives: 1. Understand the operational mechanisms and structures of the private equity industry. 2. Analyze the key challenges and issues encountered by private equity investors. 3. Explore the processes, complexities, and controversies surrounding valuation. 修習本課程後，學生將能夠： 1. 說明私募股權產業之運作機制與組織架構。 2. 分析私募股權投資過程中的關鍵挑戰與重要議題。 3. 探討企業評價之方法、流程、複雜性及相關爭議。		

課程概述 Course Descriptions	This course provides a comprehensive introduction to the functioning of private equity, covering its entire lifecycle and the mechanisms through which it generates value. Students will explore eight key topics: 1. The Private Equity Cycle – Fundraising strategies and fund selection processes. 2. Deal Sourcing and Evaluation – Methods for identifying and assessing investment opportunities. 3. Valuation – Processes, challenges, and disputes related to assigning value. 4. Deal Structuring – The design and motivations behind private equity securities. 5. Post-Investment Activities – Strategies and actions undertaken after capital deployment. 6. Achieving Liquidity – Processes for exiting investments and realizing returns. 7. Risk and Return – Methods for measuring the performance of private equity funds. 8. Private Equity Firm Management – Governance, strategy, and operational management of private equity firms.
對應 AOL 職能素養(AOL Competency)	
職能素養 4(Competency 4): 全球視野 Global Perspective	選擇一個項目。
課程類別 Course Attributes	□人文關懷課程(Humanities Caring) □競賽專題課程(Competition) ■問題導向課程(Problem-solving) ■專題導向課程(Project-based) □實作課程(Practice-based) □總整課程(Capstone)
教材編選 Teaching materials	■自製簡報(self-made PPTs) ■課程講義(Teaching Notes) □自編教科書(self-made textbooks) □教學程式(programming) □自製教學影片(self-made video) ■其他(Others)
教學資源 Teaching Resources	■課程網站(Website) □實習網站(Intern Web) ■教材電子檔供下載(Downloadable Files)
教科書/參考書 Textbooks/References	1. Lerner and Leamon (2023), Venture Capital, Private Equity, and the Financing of Entrepreneurship 2nd Edition, Wiley & Sons, Inc. ISBN: 978-1119559665. 2. Lerner, Leamon, Hardymon (2012), Venture Capital, Private Equity, and the Financing of Entrepreneurship, Wiley & Sons, Inc. ISBN: 978-0470591437. 3. Mallaby (2022), The Power Law: Venture Capital and the Making of the New Future, Penguin Press. ISBN: 978-0525559993.

<table>
<tr><td></td><td colspan="4">4. 馬拉比 (2025)。矽谷創投啟示錄 (林怡婷、曹嬿恆，譯)。臺北市:商周出版。(原著出版於 2022 年)。ISBN:978-6263183766。
5. Thiel and Masters (2014), Zero to One: Notes on Startups, or How to Build the Future, Crown Currency. ISBN: 978-0804139298.
6. 提爾、馬斯特 (2026)。從 0 到 1: 打開世界運作的未知秘密，在意想不到之處發現價值 (季晶晶，譯)。臺北市: 天下雜誌。(原著出版於 2014 年)。ISBN: 978-6267713679。
7. Horowitz (2014), The Hard Thing about Hard Things: Building a Business When There Are No Easy Answers – Straight Talk on the Challenges of Entrepreneurship, Harper Business. ISBN: 978-0062273208.
8. 霍洛維茲(2018)。什麼才是經營最難的事? 矽谷創投天王告訴你真實的管理智慧 (連育德，譯)。台灣: 天下文化。ISBN: 978-9864795567。
※「請尊重智慧財產權，不得非法影印教師指定之教科書籍」。
Please respect intellectual property rights, and do not photocopy the textbooks assigned by professors.</td></tr>
<tr><td rowspan="6">評量方式(請填百分比)
Assessment</td><td>課堂參與 Participation</td><td>20%</td><td>個案討論 Case study</td><td>%</td></tr>
<tr><td>個人作業 Personal Assignment</td><td>30%</td><td>專題 Term Project</td><td>20%</td></tr>
<tr><td>小考 Quiz</td><td>%</td><td>分組作業 Group Assignment</td><td>%</td></tr>
<tr><td>期中考 Midterm</td><td>%</td><td>課堂出席 Attendance</td><td>10%</td></tr>
<tr><td>期末考 Final</td><td>%</td><td>其他 other (　　　　)</td><td>%</td></tr>
<tr><td>報告 Presentation</td><td>20%</td><td>其他 other (　　　　)</td><td>%</td></tr>
<tr><td>其他說明
Other description</td><td colspan="4">A. There is one term project. (Each team will be organized by ** members.)
(due 12/18)
➢ In this project your team need to think with a global business perspective.
(1) Demonstrates international views.
(2) Understands cultural, economic and environmental differences.
➢ Learning Traits
(1) Trait 1: Identify key components among environments of countries.
(2) Trait 2: Compare examples across countries.
(3) Trait 3: Define cultural and economic differences.</td></tr>
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- Group 1:

  Current Development of Venture Capital and Private Equity Markets: Comparison between Czech Republic and Taiwan

- Group 2:

  Current Development of Venture Capital and Private Equity Markets: Comparison between United States and Taiwan

- Group 3:

  Current Development of Venture Capital and Private Equity Markets: Comparison between Israel and Taiwan

- Group 4:

  Current Development of Venture Capital and Private Equity Markets: Comparison between UK and Taiwan

- Reference of the Venture Capital and Private Equity Markets of each country:

  (1) Czech Republic, https://cvca.cz/en/

  (2) US, https://nvca.org/

  (3) Israel, https://korea.yozma.asia/en/

  (4) UK, https://www.ukprivatecapital.co.uk/

- Reference of the culture of countries:

  The Culture Factor Group (previously known as Hofstede Insights Oy) https://www.theculturefactor.com/country-comparison-tool

B. There is one **personal assignment.** Please go to the Pitchbook website, (https://pitchbook.com/news/venture-capital), under the Insights->Venture Capital section, select a topic, and write a 3- to 5-page analysis report. Be sure to include at least three referenced articles from Pitchbook. **(due 12/01)**

An **analysis report** typically includes several key elements to thoroughly examine the chosen topic. The analysis report often includes:

1. Executive Summary (optional but helpful)

- A brief overview of the main findings and conclusions.
- Summarizes key points for readers who may not go through the entire report.

2. Introduction

- Introduces the topic and explains its relevance or importance.
- States the purpose of the report and outlines the scope of the analysis.
- May include any specific questions or issues the report aims to address.

3. Background or Context

- Provides necessary context or background information for readers.
- Summarizes relevant history, industry trends, or any data crucial for understanding the analysis.

4. Main Analysis / Findings

- Breaks down the key aspects of the topic, examining each in depth.
- Can be organized by subtopics, themes, or research questions.
- Often includes data, visuals (charts, graphs), and direct quotations from sources.
- May reference specific articles (in this case, from Pitchbook) to support points.

5. Discussion / Interpretation

- Explores the implications of the findings and offers interpretations.
- Discusses the significance of each finding in a broader context.
- Connects findings back to the initial questions or objectives of the report.

6. Conclusion

- Summarizes the main points covered in the analysis.

	- Restates key findings and insights and addresses the relevance or impact of these findings. - May include recommendations, though these can also be a separate section. **7. References** - Lists all sources referenced in the report, including the required Pitchbook articles. - Helps readers locate sources for further reading or verification.

課程規劃表 Course Schedule

Venture Capital and Private Equity- BBA Program 2026/07/29 version

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.	09/08	Introduction	Chapter 1	
2.	09/15	The Private Equity Cycle - Fund Raising & Fund Choosing	Chapter 2	
3.	09/22	The Private Equity Cycle - Fund Raising & Fund Choosing	Chapter 2	
4.	09/29	People, Positions and Culture: The Management of the PE Firm	Chapter 11	
5.	10/06	Deal Sourcing and Evaluation	Chapter 3	
6.	10/13	Deal Sourcing and Evaluation	Chapter 3	
7.	10/20	Assigning Value	Chapter 4	
8.	10/27	Deal Structuring - Private Equity Securities and Their Motivation	Chapter 5	
9.	11/03	Deal Structuring - Private Equity Securities and Their Motivation	Chapter 5	
10.	11/10	Deal Structuring - Private Equity Securities and Their Motivation	Chapter 5	
11.	11/17	Deal Structuring - Private Equity Securities and Their Motivation	Chapter 5	
12.	11/24	After the Money Arrives	Chapter 6	
13.	12/01	Getting Liquid: Exits and Distributions	Chapter 7	Personal Assignment due
14.	12/08	Getting Liquid: Exits and Distributions	Chapter 7	
15.	12/15	Risk and Return	Chapter 9	
16.	12/22	*Group Project Presentation*		Term Project due 12/18
17.	12/29	*Self-learning week*	X	
18.	01/05	*Self-learning week*	X	

The schedule above is tentative and subject to adjustment as the class proceeds.