COURSE DETAIL

THE FOUNDER'S JOURNEY: ENTREPRENEURIAL MINDSET AND DESIGN THINKING

Country
Hong Kong

Host Institution
Chinese University of Hong Kong

Program(s)
Chinese University of Hong Kong

UCEAP Course Level
Lower Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
70

UCEAP Course Suffix

UCEAP Official Title
THE FOUNDER'S JOURNEY: ENTREPRENEURIAL MINDSET AND DESIGN THINKING

UCEAP Transcript Title
ENT MINDSET &DESIGN

UCEAP Quarter Units
4.50

UCEAP Semester Units
3.00

Course Description

This course examines contemporary design thinking models to explore the balance of market desirability, technology feasibility and business viability during the formation of a business strategy and business decisions making processes.

Language(s) of Instruction
English

Host Institution Course Number
MGNT1070

Host Institution Course Title
THE FOUNDER'S JOURNEY: ENTREPRENEURIAL MINDSET AND DESIGN THINKING

Host Institution Campus
CUHK

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

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