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 Course Details

Host Institution Campus
CUHK

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2022-2023

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