

# 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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