COURSE DETAIL

BUSINESS MODEL INNOVATION FOR STARTUPS
Country Hong Kong
Host Institution Chinese University of Hong Kong
Program(s) Chinese University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 104
UCEAP Course Suffix
UCEAP Official Title BUSINESS MODEL INNOVATION FOR STARTUPS
UCEAP Transcript Title BUS MODEL INNOVATN
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
A business model is a logical and internally consistent representation of the design and operations of a business, capturing the essence of how it will be focused and demonstrating how an interrelated set of decision variables will be addressed to create, deliver and capture value. This course explores the range and diversity of existing perspectives about business models and the tools of analysis essential to their understanding. The course presents how to analyze and evaluate existing business models and pursues a logical and internally consistent approach to the choice and/or development of an appropriate business model for a new enterprise. The application of the course frameworks, tools and techniques are illustrated with case studies and evaluated in a semester project involving the development of an innovative business model for an entrepreneurial venture.

Language(s) of Instruction
English

Host Institution Course Number
EPIN3010

Host Institution Course Title
BUSINESS MODEL INNOVATION FOR STARTUPS

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Entrepreneurship & Innovation

Course Last Reviewed

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