

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Entrepreneurship & Innovation

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