COURSE DETAIL

INNOVATION MANAGEMENT & TECHNOLOGY ENTREPRENEURSHIP
Country Hong Kong
Host Institution Hong Kong University of Science and Technology (HKUST)
Program(s) Hong Kong University of Science and Technology
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 118
UCEAP Course Suffix
UCEAP Official Title INNOVATION MANAGEMENT & TECHNOLOGY ENTREPRENEURSHIP
UCEAP Transcript Title INNOVATION MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
This course discusses how innovation is a major driver of economic growth in the world today. Innovations in the information technology, pharmaceutical, manufacturing, and genetics industry have a significant impact on human life around the world. This course uses a number of short cases to introduce business scenarios and to illustrate the relevance of concepts learned in class.

Language(s) of Instruction
English

Host Institution Course Number
ISOM4020

Host Institution Course Title
INNOVATION MANAGEMENT & TECHNOLOGY ENTREPRENEURSHIP

Host Institution Course Details

Host Institution Campus
HKUST, Business

Host Institution Faculty

Host Institution Degree

Host Institution Department
Information Systems, Business Statistics, and Operations Management

Course Last Reviewed

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