

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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