

COURSE DETAIL

ENGINEERING INNOVATION AND ENTREPRENEURSHIP

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Hong Kong Summer, CUHK

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Computer Science Business Administration

UCEAP Course Number

105

UCEAP Course Suffix

S

UCEAP Official Title

ENGINEERING INNOVATION AND ENTREPRENEURSHIP

UCEAP Transcript Title

INNOVATION&ENTREPNR

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The course examines the process of creating, assessing, and pursuing product opportunities, with emphasis on evaluating future markets shaped by new technologies. The focus is on technology innovation coupled with business planning and development. Other topics include factors that drive continuous creative product innovation, evaluation of new product ideas and risk assessment of commercialization, product development strategies in industrial marketing, understanding the behavior of the buyer and formulation and implementation of an innovative marketing strategy and business plan. This course combines mentor-guided team projects, case studies, and research on the entrepreneurial process. Text: Osterwalder and Pigneur, BUSINESS MODEL GENERATION: A HANDBOOK FOR VISIONARIES, GAME CHANGERS, AND CHALLENGERS. Assessment: exam I (25%), exam II (25%), assignments (10%), class activities (5%), class attendance and participation (5%), term project and presentation (30%).

Language(s) of Instruction

English

Host Institution Course Number

SEEM3450

Host Institution Course Title

ENGINEERING INNOVATION AND ENTREPRENEURSHIP

Host Institution Campus

International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Environment, Science and Technology

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