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 Course Details

Host Institution Campus
International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Environment, Science and Technology

Course Last Reviewed
2023-2024

Print