

COURSE DETAIL

DESIGN THINKING AND LEAN STARTUP STRATEGY

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

145

UCEAP Course Suffix**UCEAP Official Title**

DESIGN THINKING AND LEAN STARTUP STRATEGY

UCEAP Transcript Title

STARTUP STRATEGY

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

The overall aim of this subject is to establish the foundations of innovation and entrepreneurship, and use tools such as design thinking and lean startup strategy to create values. Students will acquire a broad overview of principles, theories, and practice of innovation and entrepreneurship, together with an understanding of key tools, skills, and attitudes required to operate in an entrepreneurial environment. On successful completion of this subject students should be able to:

- ☐ Explain the range, scope and complexity of the issues and problems related to the strategic management of technology, innovation and entrepreneurship
- ☐ Analyze and evaluate various approaches to managing innovation and entrepreneurship, in both startup and mature organizations
- ☐ Apply major innovation theories and entrepreneurial tools (e.g., design thinking, lean startup strategy, open innovation) to the analysis of case studies
- ☐ Explain the innovative and entrepreneurial evolution and phenomena taking place today

Language(s) of Instruction

English

Host Institution Course Number

MANA115004

Host Institution Course Title

DESIGN THINKING AND LEAN STARTUP STRATEGY

Host Institution Campus

Host Institution Faculty

Jiamin Zhang

Host Institution Degree**Host Institution Department**

School of Management

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