COURSE DETAIL

LEAN STARTUP WITH INNOVATIVE DESIGN THINKING A

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
A

UCEAP Official Title
LEAN STARTUP WITH INNOVATIVE DESIGN THINKING A

UCEAP Transcript Title
STARTUP INNO DESIGN

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,GEIN10027

Host Institution Course Title
LEAN STARTUP WITH INNOVATIVE DESIGN THINKING A

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Chaowen Deng

Host Institution Degree

Host Institution Department
School of Management

Course Last Reviewed
2025-2026

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