COURSE DETAIL

ENTERPRISE MANAGEMENT
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 124
UCEAP Course Suffix
UCEAP Official Title ENTERPRISE MANAGEMENT
UCEAP Transcript Title ENTERPRISE MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

The course examines the principles of enterprise operation and management based on the principles of economics. It focuses on the general principles of management, production, supply, and marketing of enterprise operations, human resources, production, accounting, strategic design and execution, management tools, etc. The course also combines the basic principles of management with the experience of successful companies and relevant successful business cases, and analyzes corporate development and growth. The course format includes discussion, company site visits, and guest lectures delivered by entrepreneurs.

Language(s) of Instruction
Chinese

Host Institution Course Number
ECON130051

Host Institution Course Title
BUSINESS MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Huiming Zhang

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2020-2021

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