

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 Campus

Host Institution Faculty

Huiming Zhang

Host Institution Degree

Host Institution Department

Economics

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