COURSE DETAIL

PRODUCT AND SERVICE INNOVATION
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 109
UCEAP Course Suffix
UCEAP Official Title PRODUCT AND SERVICE INNOVATION
UCEAP Transcript Title PRODCT&SERVCE INNOV
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

The course examines the important role that product and service innovation plays in a firm’s long-term strategic sustainability.

Language(s) of Instruction
English

Host Institution Course Number
BIZ3182

Host Institution Course Title
PRODUCT AND SERVICE INNOVATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2022-2023

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