

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&SERVICE 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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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