

COURSE DETAIL

ENTREPRENEURIAL FOUNDATION

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

150

UCEAP Course Suffix**UCEAP Official Title**

ENTREPRENEURIAL FOUNDATION

UCEAP Transcript Title

ENTREPRENERUALISM

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course utilizes famous professors, investors and the successful entrepreneurial alumni of PKU as teaching team, combining classroom teaching method and case studying method to present the basic concept, theory and method of entrepreneurship. The course integrates entrepreneurial resources, identifies business opportunities, tries to prevent business risk and take timely action to focus on training entrepreneurial ability, sensitive, pioneers of innovation and create value, social service business responsibility.

Language(s) of Instruction

Chinese

Host Institution Course Number

19930001

Host Institution Course Title

ENTREPRENEURIAL FOUNDATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Industrial Technology Research Institute

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