

# COURSE DETAIL

## CORPORATE STRATEGY AND START-UPS

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

15

**UCEAP Course Suffix****UCEAP Official Title**

CORPORATE STRATEGY AND START-UPS

**UCEAP Transcript Title**

CORPORATE STRATEGY

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course examines what entrepreneurship is, how to understand entrepreneurship, how to prepare for the process of entrepreneurship, what difficulties one will encounter in the process of entrepreneurship, and who can help one in entrepreneurship.

## Language(s) of Instruction

Chinese

## Host Institution Course Number

MANA115005

## Host Institution Course Title

CORPORATE STRATEGY AND OPPORTUNITY FOR START-UP FIRM

## Host Institution Campus

## Host Institution Faculty

Jinyun SUN

## Host Institution Degree

## Host Institution Department

Management

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