

COURSE DETAIL

THEME PARK 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

180

UCEAP Course Suffix**UCEAP Official Title**

THEME PARK MANAGEMENT

UCEAP Transcript Title

THEME PARK MGMT

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course focuses on the development and management of theme parks. It enables students to participate in the design and management of theme parks through classroom reports, and to cultivate their innovation and problem analysis ability. This course covers the development history, trends, macro-strategy and specific operations of theme parks, and analyzes internationally renowned theme park groups and cases, as well as the development status and future trends of theme park management.

Language(s) of Instruction

Chinese

Host Institution Course Number

TOUR130080

Host Institution Course Title

THEME PARK MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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