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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

Print