COURSE DETAIL

FASHION INNOVATION AND ENTREPRENEURSHIP
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 114
UCEAP Course Suffix
UCEAP Official Title FASHION INNOVATION AND ENTREPRENEURSHIP
UCEAP Transcript Title FASHION INNOVATION
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
This course provides an overview of innovation and entrepreneurship and surveys innovative business models in the fashion retailing industry, with practicing ability to develop innovative fashion business proposals. As a result, the course aims to embed a creative and flexible business mindset among students. Topics: the concept and theories of entrepreneurship; to understand the business planning process and strategies; to practice entrepreneurship through a project; and to analyze business potential capabilities through critiques. Text: A. Zacharakis, W. D. Bygrave, and A. C. Corbett, ENTREPRENEURSHIP.

Language(s) of Instruction
English

Host Institution Course Number
CNT3118

Host Institution Course Title
FASHION INNOVATION AND ENTREPRENEURSHIP

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Clothing and Textiles

Course Last Reviewed

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