

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Clothing and Textiles

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