

# COURSE DETAIL

## ENTREPRENEURIAL DEVELOPMENT

**Country**

China

**Host Institution**

Fudan University

**Program(s)**

Fudan University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

138

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

ENTREPRENEURIAL DEVELOPMENT

**UCEAP Transcript Title**

ENTREPRENEUR DEVEL

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

### **Course Description**

This course provides and entrepreneur presentation and profile. It provides steps to follow for an entrepreneurial project; covers content of the business plan and selection of the project/corporation; and the important of marketing research; Other topics include production and/or design of the service system, financial aspects, governmental requirements and institutional support; Presentation of corporate business plan; MPME (micro, small and medium corporations). The course use real-life entrepreneurial cases. Students participate in an entrepreneurial project and give a presentation.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

MANA116018

### **Host Institution Course Title**

ENTREPRENEURIAL DEVELOPMENT

### **Host Institution Course Details**

### **Host Institution Campus**

ITESM

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Management

### **Course Last Reviewed**

2023-2024

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