

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 Campus

ITESM

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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