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 entrepreneural 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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