COURSE DETAIL

INNOVATION IN ENTERPRISE
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 20
UCEAP Course Suffix
UCEAP Official Title INNOVATION IN ENTERPRISE
UCEAP Transcript Title ENTERPRISE INNOVAT
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course combines the processes of R&D, practice, and market application of innovative products to teach innovative thinking and practice in technological transformation. Taking The Art of War as the framework, the course expounds enterprise innovation theories and the innovation practice process based on these theories. The innovation theories include:potential energy / the "three-stage rocket" concept for product design,trial and error and how to implement it,product execution,minimalist development,the "iceberg and snowflake" theory.The innovative practice considerations include: analysis of advantages and disadvantages at the innovation starting point, cost control in the early stage, efficient execution in the mid-term, quality assurance, and after-sales services.

Language(s) of Instruction
Chinese

Host Institution Course Number
INNO115010,GEIN20006

Host Institution Course Title
INNOVATION IN ENTERPRISE

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
HUANG Fang

Host Institution Degree

Host Institution Department
School of Innovation and Entrepreneur

Course Last Reviewed
2025-2026

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