

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 is jointly designed by on-campus faculty and the innovation project research team at Dell Technologies, integrating the processes of innovation product development, practical application, and market usage. It imparts innovative thinking and practices within the context of technological transformation. The course content is structured around the framework of Sun Tzu's "The Art of War," with a focus on the three essential elements of corporate innovation: "strategy," "resources," and "people." It elaborates on both the theory and practical aspects of corporate innovation.

The innovation theory encompasses concepts such as "choosing the right people for the right roles" (utilizing the potential of product design and the concept of a three-stage rocket), "knowing oneself and knowing the enemy" (trial and error and how to approach it), "the battle of the nine territories" (product execution), "using the superior position to defeat the enemy's plans" (streamlined development), and "waiting at ease for the exhausted enemy" (the theory of ice and snowflakes), among others.

The consideration of innovative practices includes analyzing the pros and cons of the starting point of innovation (choosing to create a proprietary brand or join a franchise), early-stage cost control (what to try, what not to try, and how to minimize iteration), mid-term efficient execution (how to strategize, standardize, and adopt an altruistic mindset), and quality after-sales service (putting the customer first).

Language(s) of Instruction

Chinese

Host Institution Course Number

INNO115010

Host Institution Course Title

INNOVATION IN ENTERPRISE

Host Institution Campus

Host Institution Faculty

HUANG Fang

Host Institution Degree

Host Institution Department

School of Innovation and Entrepreneur

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