COURSE DETAIL

INNOVATION AND TECHNOLOGY VENTURE
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 112
UCEAP Course Suffix
UCEAP Official Title INNOVATION AND TECHNOLOGY VENTURE
UCEAP Transcript Title INNOV & TECH VENTUR
UCEAP Quarter Units 3.50
UCEAP Semester Units 2.30

Course Description

This course is designed for learners who wish to acquire skills and knowledge in managing new technology-based enterprises and engaging in innovation and entrepreneurship. It is suitable for startups as well as new business units within larger organizations. The course focuses on core modules including technology entrepreneurship, business growth management, new product development, and strategic management of R&D organizations, emphasizing organizational and strategic challenges under opportunities and uncertainties in high-tech enterprises. Topics cover creative thinking, technology innovation strategy, organizational change and management innovation, holistic product development, sources of innovation and opportunity evaluation, business growth and capital management, as well as the design and management of innovative and entrepreneurial organizations. Additionally, the course incorporates applications of artificial intelligence in business operations and entrepreneurial practice, with teaching conducted through case studies, instructor-led lectures, and team project presentations.

Language(s) of Instruction
Chinese

Host Institution Course Number
MANA116001,GEEC10235

Host Institution Course Title
INNOVATION AND TECHNOLOGY VENTURE

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Management

Course Last Reviewed
2025-2026

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