

## COURSE DETAIL

### INNOVATION AND ENTREPRENEURSHIP

**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 ENTREPRENEURSHIP

**UCEAP Transcript Title**

INNOV & ENTREPRENSHIP

**UCEAP Quarter Units**

3.50

**UCEAP Semester Units**

2.30

## Course Description

This course is to help the students to

- Master basic innovation theories
  - Improve actual innovation and entrepreneurship capabilities
  - Learn the right way to think creatively
  - Be familiar with general innovation strategies
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- Lecture 1: From VUCA Pan-Competition to BANI Era
  - Lecture 2: Innovation and Innovation Strategy
  - Lecture 3: Introduction to Entrepreneurship Management
  - Lecture 4: Identifying opportunities to generate creative ideas
  - Lecture 5 Industry and Competitor Analysis
  - Lecture 6: Enterprise Business Model Design and Innovation • Lecture 7: Writing a Business Plan
  - Lecture 8 Obtaining Financing
  - Lecture 9 Special Marketing Issues

## Language(s) of Instruction

Chinese

## Host Institution Course Number

MANA116001

## Host Institution Course Title

INNOVATION AND ENTREPRENEURSHIP

## Host Institution Campus

<b>Host Institution Faculty</b>
<b>Host Institution Degree</b>
<b>Host Institution Department</b> School of Management

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