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 155
UCEAP Course Suffix
UCEAP Official Title ENTREPRENEURIAL DEVELOPMENT
UCEAP Transcript Title ENTREPREN DEVELOPMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

1. Understanding entrepreneur mindset;
2. Understand relevant literature and methodologies that promote innovation, creativity and disruption;
3. Identify potential problems and formulate solutions that may can be transformed in business opportunities;
4. Understand that its possible to become an entrepreneur despite limit available resources;
5. Identify opportunities with economic, social or environmental impact and be able to empathize with clients or market needs;
6. Develop abilities towards creative process and the capacity of approaching and solving problems in a different way.
7. Learn how to structure a customer map experience;
8. Understand how to communicate ideas and connect with potential customers;
9. Understand China innovation environment and the opportunities for entrepreneurs within this context
10. Identify growing trends in Chinese economy and how can these impact economic development cross boarders;
11. Interact with entrepreneurs carrying out business in China

Students need to be prepared for a world that has an unprecedented rate of change, specially, in countries such as China, with unparalleled levels of development, competition and digitalization. Traditional pedagogy is focused to create logical, sequential learning that is purposefully aimed at building competency or perspectives. Simulating experiences and a fully experiential entrepreneurship allows this course to complement those skills mentioned. This course applies design thinking, creative thinking, story telling and other entrepreneurial development creative theories.

Entrepreneurial development is aimed at providing students a set of tools and methodologies that will help them identify and develop business opportunities.

Language(s) of Instruction
English

Host Institution Course Number
MANA116018

Host Institution Course Title
ENTREPRENEURIAL DEVELOPMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Management

Course Last Reviewed
2023-2024

Print