# COURSE DETAIL

## INTRODUCTION TO PROJECT MANAGEMENT AND INNOVATIVE PRODUCT DEVELOPMENT

**Country**
China

**Host Institution**
Tsinghua University

**Program(s)**
Tsinghua University

**UCEAP Course Level**
Lower Division

**UCEAP Subject Area(s)**
Business Administration

**UCEAP Course Number**
58

**UCEAP Course Suffix**

**UCEAP Official Title**
INTRODUCTION TO PROJECT MANAGEMENT AND INNOVATIVE PRODUCT DEVELOPMENT

**UCEAP Transcript Title**
PROJ MNG & PROD DEV

**UCEAP Quarter Units**
1.50

**UCEAP Semester Units**
1.00

**Course Description**

The course introduces a key concepts of project management innovation management and product development and supports students to participate effectively in the creation and realization of business opportunities. Combining business and technology aspects in one program, students will focus on finding new business solutions using applicable innovative technologies. Students will be able to gain knowledge and skills related to project management, innovation management and product development, and, additionally, gain practical experience through a product development project. Through class discussions and course activities students will be able to gain additional international experience and exposure, as well as improve their English language proficiency. During the course variety of teaching methods will be used: from basic explanations of terms and concepts, exercises, working on case studies, individual work in finding the application of the presented knowledge and team work on the project. Beyond mere description of theoretical lectures, the emphasis will be on practical work, where students will plan and manage a project.

**Language(s) of Instruction**
English

**Host Institution Course Number**
01510701

**Host Institution Course Title**
INTRODUCTION TO PROJECT MANAGEMENT AND INNOVATIVE PRODUCT DEVELOPMENT

**Host Institution Course Details**

**Host Institution Campus**

**Host Institution Faculty**

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| **Host Institution Degree** |
| **Host Institution Department** |
| **Course Last Reviewed**<br>2023-2024 |

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