

COURSE DETAIL

TECH STARTUP AND ENTREPRENEURS ECOSYSTEM: GROWTH AND INNOVATION

Country

Hong Kong

Host Institution

Hong Kong University of Science and Technology (HKUST)

Program(s)

Hong Kong University of Science and Technology

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

TECH STARTUP AND ENTREPRENEURS ECOSYSTEM: GROWTH AND INNOVATION

UCEAP Transcript Title

TECH STARTUP/ENTREP

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The course examines specific hurdles of entrepreneurs and tech startups, including limited budgets, market uncertainties, and the need for rapid adaptation. Students will learn how to define and size their market opportunity, identify their target audience, and effectively communicate with their audience to maximize impact with minimal resources, a crucial skill in the fast-paced world of tech entrepreneurship.

Language(s) of Instruction

English

Host Institution Course Number

ENTR4000C

Host Institution Course Title

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Host Institution Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**[Print](#)