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
TECH STARTUP AND ENTREPRENEURS ECOSYSTEM: GROWTH AND INNOVATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

Print