

COURSE DETAIL

THEORY OF ENTREPRENEURSHIP

Country

China

Host Institution

Peking University, Beijing

Program(s)

Peking University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

179

UCEAP Course Suffix**UCEAP Official Title**

THEORY OF ENTREPRENEURSHIP

UCEAP Transcript Title

THEORY OF ENTREPREN

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course aims to help students come to grips with the essential characteristics of entrepreneurial logic and the corresponding thinking skills by virtue of theoretical propositions, analytical frameworks, cognitive models, and empirical research findings contributed by domestic and foreign entrepreneurship-related research in recent years as well as the success and failures of entrepreneurial practices of real time.

Language(s) of Instruction

Chinese

Host Institution Course Number

02839190

Host Institution Course Title

THEORY OF ENTREPRENEURSHIP

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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