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 Course Details
https://elective.pku.edu.cn/elective2008/edu/pku/stu/elective/controller/electi...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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