COURSE DETAIL

ENTREPRENEURSHIP AND INNOVATION
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 121
UCEAP Course Suffix
UCEAP Official Title ENTREPRENEURSHIP AND INNOVATION
UCEAP Transcript Title ENTREPRENEURSHIP
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course provides a solid understanding of business and management and how to translate this understanding into practice. Topics include sustainable development-oriented entrepreneurial opportunities; sustainable development and future market, business case brief introduction; management framework for entrepreneurship; innovation in the traditional field of entrepreneurship; innovative business and corporate entrepreneurship; market innovation; venture financing; start - up enterprises; innovation and entrepreneurship of the institutional environment; strategic entrepreneurship, social enterprise and entrepreneurial social responsibility. .

Language(s) of Instruction
Chinese

Host Institution Course Number
02834730

Host Institution Course Title
ENTREPRENEURSHIP AND INNOVATION

Host Institution Course Details
http://elective.pku.edu.cn/elective2008/edu/pku/stu/elective/controller/courseD...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Guanghua School of Management

Course Last Reviewed
2024-2025

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