

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Guanghua School of Management

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