

COURSE DETAIL

PRODUCT INNOVATION MANAGEMENT

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

113

UCEAP Course Suffix**UCEAP Official Title**

PRODUCT INNOVATION MANAGEMENT

UCEAP Transcript Title

PRODUCT INNO MGMT

UCEAP Quarter Units

3.50

UCEAP Semester Units

2.30

Course Description

This course focuses on analyzing the process of product innovation management from the perspective of customer value, encompassing opportunity identification, concept generation, concept evaluation, new product development, and product launch. It aims to cultivate students' innovative thinking in the design and development of new products while emphasizing corporate social responsibility, ultimately contributing to the sustainable development of enterprises (organizations).

Language(s) of Instruction

Chinese

Host Institution Course Number

BA30044

Host Institution Course Title

PRODUCT INNOVATION MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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