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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