



Business theory and skills (information technology for the 21st century. colleges and universities teaching entrepreneurship courses)

By SUN DE LIN // SUN BO LIN

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 241 Publisher: Higher Education Pub. Date :2008-10-01 version 1. This book is the National Education Science Tenth Five-Year Plan of Ministry of Education planning issues (FJB050579) based entrepreneurship education and vocational education integration of complex type of information entrepreneurial training model study results. but also specifically for potential students to entrepreneurs and social entrepreneurs learn business theory. written by master entrepreneurial skills. This book systematically introduces the concept of entrepreneurship. business awareness. innovation and entrepreneurship. entrepreneurship and employment. entrepreneurship in professional ethics. business environment. business and resource integration. business team. business financial management. entrepreneurial finance. supply chain management. online business. business decisions. business plans. business reporting enterprises. the basic theory and knowledge. This book's special focus on entrepreneurial skills training. each chapter are arranged in the business case. and with related experimental or practical training. Through financial analysis. procurement process management. warehousing management. sales management. website search engine marketing. C2C and B2C online business models.

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