COURSE DETAIL

NEW BUSINESS GENERATION - A STRATEGIC AND OPERATIONAL APPROACH
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 129
UCEAP Course Suffix
UCEAP Official Title NEW BUSINESS GENERATION - A STRATEGIC AND OPERATIONAL APPROACH
UCEAP Transcript Title NEW BUSINESS GENERA
UCEAP Quarter Units 5.00
UCEAP Semester Units

3.30

Course Description

This course examines how to develop a new business under a startup environment or within a sizable organization in a real-world situation. It covers idea generation, business model formulation, strategic planning, financial modelling, resource and operational planning, and pitching to ext ernal investors and/or internal management team.

Language(s) of Instruction
English

Host Institution Course Number
BUSI3711

Host Institution Course Title
NEW BUSINESS GENERATION - A STRATEGIC AND OPERATIONAL APPROACH

Host Institution Course Details
https://moodle.hku.hk/course/view.php?id=95504

Host Institution Campus

Host Institution Faculty
Business School

Host Institution Degree

Host Institution Department

Course Last Reviewed
2022-2023

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