

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

141

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 external 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 Campus

Host Institution Faculty

Business School

Host Institution Degree

Host Institution Department

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