

# 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 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 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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