

COURSE DETAIL

ENTREPRENEURSHIP LAB

Country

Chile

Host Institution

University of Chile

Program(s)

Chilean Universities, University of Chile

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

136

UCEAP Course Suffix**UCEAP Official Title**

ENTREPRENEURSHIP LAB

UCEAP Transcript Title

ENTREPRENEURSHIP LAB

UCEAP Quarter Units

5.50

UCEAP Semester Units

3.70

Course Description

This entrepreneurship workshop exposes students to real world situations to gain skills and knowledge necessary to analyze a company and develop a business plan. Skills discussed and practice include: market segmentation, competition analysis, marketing, sales strategies, leadership abilities, teamwork, and effective communication.

Language(s) of Instruction

English

Host Institution Course Number

ENNEG314/01

Host Institution Course Title

ENTREPRENEURSHIP LAB

Host Institution Campus

FEN

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Facultad de Economía y Negocios

[Print](#)