COURSE DETAIL

INTRODUCTION TO ENTREPRENEURSHIP

Country

United Kingdom - England

Host Institution

King's College London

Program(s)

King's College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

105

UCEAP Course Suffix

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UCEAP Official Title

INTRODUCTION TO ENTREPRENEURSHIP

UCEAP Transcript Title

INTRO ENTREPRENSHIP

UCEAP Quarter Units

6.00

UCEAP Semester Units

Course Description

This course provides students with a theoretical and practical understanding of entrepreneurship. Providing students with a broad picture of entrepreneurship means, it focuses on the process of new venture creation and growth. The course provides students with a conceptual and empirical understanding of entrepreneurship literature and new venture growth. The course combines theory-based lectures and practice-based tutorials. In the lectures, theories and cases are presented. In the tutorials, students develop a business project to ultimately pitch it to a panel of investors composed of entrepreneurs from the King's Entrepreneurship Institute who provide feedback to students' business projects.

Language(s) of Instruction

English

Host Institution Course Number

5SSMN220

Host Institution Course Title

INTRODUCTION TO ENTREPRENEURSHIP

Host Institution Campus

King's College London

Host Institution Faculty

Host Institution Degree

Host Institution Department

King's Business School

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