

COURSE DETAIL

ENTREPRENEURSHIP

Country

Sweden

Host Institution

Lund University

Program(s)

Lund University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

103

UCEAP Course Suffix**UCEAP Official Title**

ENTREPRENEURSHIP

UCEAP Transcript Title

ENTREPRENEURSHIP

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The increased globalization and the transformation into a “knowledge economy” have created needs for an entrepreneurial society, where individuals act entrepreneurially within established businesses as well as in creating new ones. An entrepreneurial society thus creates a need for knowledge of entrepreneurship. It is essential that students can understand the conditions and processes for establishing new businesses as well as for the development and growth of established businesses. The aim of the course is to: develop the students' theoretical knowledge base and practical ability in entrepreneurship; provide participants with an awareness and understanding of the issues surrounding the establishment and development of new ventures; provide conceptual tools for, and practical guidance on, the management of these issues. The content covers: the nature of entrepreneurial management; the entrepreneurial process of wealth creation; the landscape of business opportunity; resources and organization in the entrepreneurial process; investigating and evaluating business opportunities; developing a mission and strategy for the new venture; creating and sustaining competitive advantage in the entrepreneurial venture; financing the new venture; managing change in the entrepreneurial venture entrepreneurial motivation and leadership; business planning for the entrepreneurial venture.

Language(s) of Instruction

English

Host Institution Course Number

FEKH91

Host Institution Course Title

ENTREPRENEURSHIP

Host Institution Campus

Economics and Management

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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