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 Course Details
http://kursplaner.lu.se/pdf/kurs/en/FEKH91

Host Institution Campus
Economics and Management

Host Institution Faculty
Host Institution Degree
Host Institution Department Business Administration
Course Last Reviewed 2020-2021

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