COURSE DETAIL

ENTREPRENEURSHIP 1B: NEW VENTURE PLANNING

Country

United Kingdom - Scotland

Host Institution

University of Glasgow

Program(s)

Scottish Universities, University of Glasgow

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

103

UCEAP Course Suffix

UCEAP Official Title

ENTREPRENEURSHIP 1B: NEW VENTURE PLANNING

UCEAP Transcript Title

ENTREPRENEURSHIP 1B

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

The course explores the process of starting and growing a business. It covers issues crucial to the development of a new venture. It considers the entrepreneur and the entrepreneurial team, opportunity recognition, the start-up process, strategy, business models, resourcing, scaling up, and entrepreneurial outcomes.

Language(s) of Instruction

English

Host Institution Course Number

MGT1004

Host Institution Course Title

ENTREPRENEURSHIP 1B: NEW VENTURE PLANNING

Host Institution Campus

University of Glasgow

Host Institution Faculty

Host Institution Degree

Host Institution Department

Managment

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