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 Course Details

Host Institution Campus
University of Glasgow

Host Institution Faculty

Host Institution Degree

Host Institution Department
Managment

Course Last Reviewed

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