

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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