COURSE DETAIL

ENTREPRENEURSHIP IN EAST ASIA
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 100
UCEAP Course Suffix
UCEAP Official Title ENTREPRENEURSHIP IN EAST ASIA
UCEAP Transcript Title ENTREPRENEURSHIP
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description
This course provides a strategic framework and practical knowledge that can be applied to future entrepreneurs who explore new business opportunities through creating a venture or acquiring a job position at existing firms. We are living in a world that is significantly different from the past several decades. Socio-economic environment is one example. Finding a job after college was relatively easy as the economy and international trade surged dramatically after the collapse of the Berlin Wall in 1989. Even under the fierce global competition firms that survived expanded in scale and scope and, as a consequence, they could absorb a vast majority of college graduates. Meanwhile, in terms of technological business environment the emergence of digital era, represented by such as commercial internet, mobile platforms, e-commerce, big data and AI, replaced conventional businesses. Such changes in the business environment imply the potential for new opportunities for virtually all firms and industries. At the same rate, the degree of uncertainty is growing everywhere exponentially and it requires a new thinking and mindset. Texts: Kathleen R. Allen, LAUNCHING NEW VENTURES: AN ENTREPRENEURIAL APPROACH; Jay B. Barney and William S. Hesterly, STRATEGIC MANAGEMENT AND COMPETITIVE ADVANTAGE. Prerequisite: Principles of Management (not compulsory)

Language(s) of Instruction
English

Host Institution Course Number
IEE3370

Host Institution Course Title
ENTREPRENEURSHIP IN EAST ASIA

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Course Last Reviewed

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