COURSE DETAIL

INNOVATION AND ENTREPRENEURSHIP
Country United Kingdom - England
Host Institution University of London, Queen Mary
Program(s) University of London, Queen Mary
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 170
UCEAP Course Suffix
UCEAP Official Title INNOVATION AND ENTREPRENEURSHIP
UCEAP Transcript Title INNOVATN&ENTREPRENR
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines how to cultivate an entrepreneurial mind set and turn ideas into business ventures. It covers intellectual property rights, financial planning, business planning, self-promotion, and how to sell an idea.

This course integrates the theory and practice of innovation and entrepreneurship. The course has been organized as a capstone course, to be taken in the final semester of the business and management undergraduate program. The course draws together learning from several functional areas that students have already covered within the program (e.g. marketing, human resources, strategy, finance etc.), and they place these within the larger context of innovation and entrepreneurship in organizations.

Language(s) of Instruction
English

Host Institution Course Number
BUS300

Host Institution Course Title
INNOVATION & ENTREPRENEURSHIP

Host Institution Course Details
https://www.qmul.ac.uk/modules/

Host Institution Campus
QMUL

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business and Management

Course Last Reviewed
2023-2024

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