

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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