

COURSE DETAIL

BUSINESS PLAN FOR COMMERCIALIZING TECHNOLOGY

Country

Israel

Host Institution

Israel Institute of Technology, Technion/Neubauer

Program(s)

Technion-Institute of Technology

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

109

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS PLAN FOR COMMERCIALIZING TECHNOLOGY

UCEAP Transcript Title

COMMERCIALIZNG TECH

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

Entrepreneurship is typically approached as a way of thinking and acting, as an attitude or behavior. This course examines entrepreneurship as a manageable process that can be applied in almost any organizational setting. The course explores the many dimensions of new venture creation and growth including the business, technological, financial, legal, human, and ethical considerations in order to foster innovation and new business formation in a variety of settings. The course reviews the background and tools necessary for a solid foundation in terms of the role of entrepreneurs and entrepreneurship needed to function effectively in the 21st century global economy. This course combines both an academic and practical view of the challenges facing entrepreneurs. The course focuses on the creation, evaluation, development, and launch of a new business or venture. Students discuss key issues including the basic questions addressed in the formal venture planning process. Students work in groups to create and pitch a new venture at the end of the course.

Language(s) of Instruction

English

Host Institution Course Number

94815

Host Institution Course Title

BUSINESS PLAN FOR COMMERCIALIZING TECHNOLOGY

Host Institution Campus

Israel Institute of Technology

Host Institution Faculty

Host Institution Degree

Host Institution Department

Technion International School

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