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 Course Details

Host Institution Campus
Israel Institute of Technology

Host Institution Faculty

Host Institution Degree

Host Institution Department
Technion International School

Course Last Reviewed

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