COURSE DETAIL

INTRODUCTION TO GLOBAL ENTREPRENEURSHIP

Country
United Kingdom - England

Host Institution
UC Center, London

Program(s)
Business and Entrepreneurship in London

UCEAP Course Level
Lower Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
20

UCEAP Course Suffix

UCEAP Official Title
INTRODUCTION TO GLOBAL ENTREPRENEURSHIP

UCEAP Transcript Title
INTRO GLBL ENTRPRNR

UCEAP Quarter Units
5.00

UCEAP Semester Units
3.30

Course Description

The Introduction to Global Entrepreneurship course answers every aspiring entrepreneur's most pressing question: How do I turn my idea into a business? The course answers this question by taking a high level, international overview of the entrepreneurial path - from identifying an opportunity opening for business, running the business, and selling the business. This includes exploring the mind-set of relevant stakeholders, such as entrepreneurs, investors, board members, founders, employees, customers, and even friends and family, as well as organizations of all sizes in both the public and private sectors. Moreover, the course equips students with skills to plan, launch, and grow a business, all while making good decisions along the way.

Language(s) of Instruction
English

Host Institution Course Number

Host Institution Course Title
INTRODUCTION TO GLOBAL ENTREPRENEURSHIP

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Accent

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