

# COURSE DETAIL

## ENTREPRENEURSHIP: THEORY AND PRACTICE

**Country**

United Kingdom - England

**Host Institution**

University College London

**Program(s)**

Summer at University College London

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

108

**UCEAP Course Suffix**

S

**UCEAP Official Title**

ENTREPRENEURSHIP: THEORY AND PRACTICE

**UCEAP Transcript Title**

ENTREPRENEURSHIP

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

This course is for students who wish to develop the skills and techniques to develop and test a new business idea. It covers methods for analyzing, specifying, designing, and launching new ventures along with strategies for the assessment of business opportunities and techniques for effective business planning to secure the necessary resources (including finance). The course introduces frameworks to assess and to mitigate key risks to new ventures including those relating to personnel, markets and technologies. The course draws on case studies that illustrate the challenges of creating high potential enterprises but also explicitly focus on the testing and validation of new venture concepts generate.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

ISSU0023

### **Host Institution Course Title**

ENTREPRENEURSHIP: THEORY AND PRACTICE

### **Host Institution Campus**

### **Host Institution Faculty**

School of Management

### **Host Institution Degree**

### **Host Institution Department**

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