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 Course Details
https://www.ucl.ac.uk/prospective-students/summer-school/modules/entrepreneursh...

Host Institution Campus

Host Institution Faculty
School of Management

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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