COURSE DETAIL

BUSINESS IN THE LIFE SCIENCES
Country Netherlands
Host Institution Utrecht University
Program(s) Utrecht University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 101
UCEAP Course Suffix
UCEAP Official Title BUSINESS IN THE LIFE SCIENCES
UCEAP Transcript Title BUSINESS LIFE SCI
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course is designed to prepare students to bring academic knowledge into practice by offering basic insights into business and entrepreneurship from an academic perspective. Students are stimulated to come up with business ideas and subsequently learn the difference between ideas and opportunities. Through lectures and the use of academic literature, students gain a basic understanding of different aspects of business such as strategy, management, marketing, finance, human resources, social corporate responsibility, etc. These topics are applied to the life sciences. They come together in the course's major assignment: students have to write a business plan for a biomedical company in small teams to put the theory into practice.

Language(s) of Instruction
English

Host Institution Course Number
BMW30705

Host Institution Course Title
BUSINESS IN THE LIFE SCIENCES

Host Institution Course Details

Host Institution Campus
Medicine

Host Institution Faculty

Host Institution Degree

Host Institution Department
Biomedical Sciences

Course Last Reviewed

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