

# 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

[Print](#)