

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 Campus

Medicine

Host Institution Faculty

Host Institution Degree

Host Institution Department

Biomedical Sciences

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