

COURSE DETAIL

ENTREPRENEURSHIP

Country

Barbados

Host Institution

University of the West Indies

Program(s)

University of the West Indies

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

124

UCEAP Course Suffix

UCEAP Official Title

ENTREPRENEURSHIP

UCEAP Transcript Title

ENTREPRENEURSHIP

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines both theory and best practices of entrepreneurship. It focuses on the thinking involved in developing viable business plans, as well as the strategies engaged in developing products to then offer to consumers. It introduces the processes by which entrepreneurs identify business ideas, assess and analyze their feasibility and develop strategies to convert them into successful business.

Language(s) of Instruction

English

Host Institution Course Number

MGMT 2224

Host Institution Course Title

INTRODUCTION TO ENTREPRENEURSHIP

Host Institution Course Details

Host Institution Campus

UWI-Cave Hill

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management Studies

Course Last Reviewed

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