COURSE DETAIL

VENTURE AND ENTREPRENEURSHIP MANAGEMENT
Country Hong Kong
Host Institution University of Hong Kong
Program(s) University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 129
UCEAP Course Suffix
UCEAP Official Title VENTURE AND ENTREPRENEURSHIP MANAGEMENT
UCEAP Transcript Title VENTURE& ENTREP MNG
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course examines venture management in innovation development and commercialization for those who believe they have what it takes to build new businesses and ventures. It covers market analysis and opportunities; business and financial model design; intellectual property management; sources of investment and equity/shareholder structures; and sustainable business operation management and risk management.

Language(s) of Instruction
English

Host Institution Course Number
IIMT3627

Host Institution Course Title
VENTURE AND ENTREPRENEURSHIP MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
Business School

Host Institution Degree

Host Institution Department

Course Last Reviewed
2022-2023

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