COURSE DETAIL

BIRTHING NEW VENTURES
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 170
UCEAP Course Suffix
UCEAP Official Title BIRTHING NEW VENTURES
UCEAP Transcript Title NEW VENTURES
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course highlights the importance of the process stages that precede the launch of an entrepreneurial venture. The course begins by discussing the societal impact of enterprising individuals and entrepreneurial ventures on the economy. Entrepreneurs may start-up new companies with the intent to challenge (and sometimes even overthrow) incumbents. In the process, they create new jobs and apply competitive pressure on established firms. The course takes an academic approach to the entrepreneurial process and covers all the critical steps that happen prior to the formal launch of a new venture in order to understand the essence of entrepreneurship. In this course students explore why and how opportunities are created and/or discovered by more or less enterprising individuals. In addition, the course discusses why only a few of those that see an opportunity actually engage in efforts to further explore and exploit the opportunities that they have spotted. Factors that drive entrepreneurship at the level of the individual are identified. Also explored are the ways in which personality characteristics, experience, education, and social embeddedness shape entrepreneurial journeys.

Language(s) of Instruction
English

Host Institution Course Number
EBC2145

Host Institution Course Title
BIRTHING NEW VENTURES

Host Institution Course Details

Host Institution Campus
Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Business & Economics

Course Last Reviewed

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