

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 Campus

Maastricht University

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Business & Economics

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