

# COURSE DETAIL

## TOOLS AND TECHNIQUES FOR ENTERPRISE

**Country**

United Kingdom - England

**Host Institution**

University of Manchester

**Program(s)**

University of Manchester

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number****UCEAP Course Suffix****UCEAP Official Title**

TOOLS AND TECHNIQUES FOR ENTERPRISE

**UCEAP Transcript Title**

TOOLS: ENTERPRISE

**UCEAP Quarter Units**

4.00

**UCEAP Semester Units**

2.70

**Course Description**

The course examines how entrepreneurs (or intrapreneurs) assess potential business opportunities using a range of simple business tools and models. Students learn how to make reasoned business decisions based on evidence that may help them start their own businesses and/or increase their employability.

**Language(s) of Instruction**

English

**Host Institution Course Number**

MCEL30001

**Host Institution Course Title**

TOOLS AND TECHNIQUES FOR ENTERPRISE

**Host Institution Campus**

Manchester

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Enterprise

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