

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 Course Details

<http://courseunits.humanities.manchester.ac.uk/Undergraduate/MCEL30001/Display>

Host Institution Campus

Manchester

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

Enterprise

Course Last Reviewed

2017-2018

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