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 intrapraneurs) 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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