

COURSE DETAIL

CREATIVE ENTREPRENEURSHIP

Country

Australia

Host Institution

University of New South Wales

Program(s)

University of New South Wales

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

29

UCEAP Course Suffix**UCEAP Official Title**

CREATIVE ENTREPRENEURSHIP

UCEAP Transcript Title

CREATIVE ENTREPRENE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines what is creativity; what is entrepreneurship; and why do they matter. In this course, students will identify, analyze and propose a solution to a meaningful unsolved problem in the world for an identified market segment. The course runs in an experiential mode, and you will form multidisciplinary teams to tackle their chosen problem, guided by entrepreneurship mentors and UNSW alumni who are running their own startup. Practical tools and protocols will be introduced for critically developing solution concepts, performing competitive analyses, building mindsets, skills, creativity and problem-solving, motivating and developing others, networking, building effective cross-disciplinary teams, designing experiments to validate concepts and rapid prototyping. Students will then learn pitching and visual and graphic design skills, learning how to communicate influentially.

Language(s) of Instruction

English

Host Institution Course Number

GENE1500

Host Institution Course Title

CREATIVE ENTREPRENEURSHIP

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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