# COURSE DETAIL

| CREATIVE ENTREPRENEURSHIP |
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| **Country**<br>Australia |
| **Host Institution**<br>University of New South Wales |
| **Program(s)**<br>University of New South Wales |
| **UCEAP Course Level**<br>Lower Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>29 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>CREATIVE ENTREPRENEURSHIP |
| **UCEAP Transcript Title**<br>CREATIVE ENTREPRENE |
| **UCEAP Quarter Units**<br>6.00 |
| **UCEAP Semester Units**<br>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 Course Details**

**Host Institution Campus**

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**

**Course Last Reviewed**
2022-2023

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