COURSE DETAIL

INNOVATION, ENTREPRENEURSHIP, AND BUSINESS MODELLING
Country Ireland
Host Institution Trinity College Dublin
Program(s) Irish Universities,Trinity College Dublin
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 106
UCEAP Course Suffix
UCEAP Official Title INNOVATION, ENTREPRENEURSHIP, AND BUSINESS MODELLING
UCEAP Transcript Title INNOVATN/ENTREPRENR
UCEAP Quarter Units 4.00
UCEAP Semester Units 2.70

Course Description
This course covers the concepts, theories, and techniques of new venture start-up, business modelling, and innovation management in the business sector. It examines the nature and importance of entrepreneurship and the typical characteristics of the entrepreneur. The generation of new business ideas, the shaping of business models, and the nature of innovation are outlined. The nature and importance of entrepreneurship, the entrepreneurial mindset, formulation of a viable business plan, the lean start-up process, and the raising of finance are central issues of the course. The management issues in the transition from start-up to growth are explained. This course also introduces students to the interdisciplinary and multifaceted field of innovation. By incorporating both theoretical and applied elements, the course provides an understanding of the concept of innovation and the tools and techniques for engaging in innovation within established organizations.

Language(s) of Instruction
English

Host Institution Course Number
BU3601

Host Institution Course Title
INNOVATION, ENTREPRENEURSHIP AND BUSINESS MODELLING

Host Institution Course Details

Host Institution Campus
Trinity College Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business

Course Last Reviewed

Print