

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 Campus

Trinity College Dublin

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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