COURSE DETAIL

ENTREPRENEURSHIP AND SMALL BUSINESS
Country Hong Kong
Host Institution Hong Kong University of Science and Technology (HKUST)
Program(s) Hong Kong University of Science and Technology
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 133
UCEAP Course Suffix
UCEAP Official Title ENTREPRENEURSHIP AND SMALL BUSINESS
UCEAP Transcript Title ENTREPRENEURSHIP
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course presents basic and advanced theoretical concepts in entrepreneurship and small business studies. The course examines problems faced by small firms and basic skills needed for developing new business, including entrepreneurial strategies, legal and financial considerations and effective new venture management. Topics: analyzing, crafting and presenting a professional business plan; different types of entrepreneurship (social, family business, corporate). The course includes series of guest lectures from experts from the field.

Language(s) of Instruction
English

Host Institution Course Number
MGMT4220

Host Institution Course Title
ENTREPRENEURSHIP AND SMALL BUSINESS

Host Institution Course Details

Host Institution Campus
HKUST, Business

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

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