

# 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**

[Print](#)