

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 Campus

HKUST, Business

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Management

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