COURSE DETAIL

ENTREPRENEURSHIP: THEORY AND PRACTICE

Country
United Kingdom - England

Host Institution
University College London

Program(s)
University College London

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
173

UCEAP Course Suffix

UCEAP Official Title
ENTREPRENEURSHIP: THEORY AND PRACTICE

UCEAP Transcript Title
ENTREPRENEURSHIP

UCEAP Quarter Units
6.00

UCEAP Semester Units
4.00

Course Description

This is UCL's principal Entrepreneurship course for students who are actively seeking to develop and test a new business idea. It is most relevant to those who are considering forming their own business but is also valuable for "intrapreneurs" promoting new initiatives within existing organizations. Through the study of existing high-potential ventures and the development of a business feasibility plan the course provides deep insights regarding critical success factors (desirability feasibility and viability) along with strategies to attract and retain the necessary resources (personal, technical, and finance) to launch a new venture.

Language(s) of Instruction
English

Host Institution Course Number
MSIN0144

Host Institution Course Title
ENTREPRENEURSHIP: THEORY AND PRACTICE

Host Institution Course Details
https://www.ucl.ac.uk/module-catalogue/modules/entrepreneurship-theory-and-prac...

Host Institution Campus
University College London

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Management

Course Last Reviewed
2022-2023

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