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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