

COURSE DETAIL

THE PSYCHOLOGY OF ENTREPRENEURSHIP AND INNOVATION

Country

United Kingdom - England

Host Institution

King's College London

Program(s)

King's College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Psychology Business Administration

UCEAP Course Number

176

UCEAP Course Suffix**UCEAP Official Title**

THE PSYCHOLOGY OF ENTREPRENEURSHIP AND INNOVATION

UCEAP Transcript Title

PSY:ENTREP&INNOVATN

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course explores the psychology behind entrepreneurship and innovation. The topics include the personality of entrepreneurs and exploring whether entrepreneurs are born or made; how entrepreneurs make decisions about risk and manage uncertainty; what drives entrepreneurs and what "returns" they can expect (in terms of income and well-being); what success means to entrepreneurs and what the ingredients are of an 'entrepreneurial culture'. The course also reflects on how each one of us can act in an entrepreneurial manner and adopt an entrepreneurial leadership style. The course examines the psychological underpinnings of the entrepreneurial process and innovative behaviors within established business.

Language(s) of Instruction

English

Host Institution Course Number

5SSMN232

Host Institution Course Title

THE PSYCHOLOGY OF ENTREPRENEURSHIP AND INNOVATION

Host Institution Campus

King's College London

Host Institution Faculty

Host Institution Degree

Host Institution Department

Psychology

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