

## 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 Course Details

<https://www.kcl.ac.uk/abroad/module-options/the-psychology-of-entrepreneurship-...>

## Host Institution Campus

King's College London

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Psychology

## Course Last Reviewed

2022-2023

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