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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