

## COURSE DETAIL

### ENTREPRENEURSHIP IN JAPAN

**Country**

Japan

**Host Institution**

Keio University

**Program(s)**

Keio University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

115

**UCEAP Course Suffix**

W

**UCEAP Official Title**

ENTREPRENEURSHIP IN JAPAN

**UCEAP Transcript Title**

ENTREPRENEURSHIP/JP

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

**Course Description**

This course is aimed at students interested in starting their own business who want to learn different aspects of business management. It is also suited to those involved in corporate entrepreneurship or in improving competitive positioning and transforming corporations towards value-creation. The course instructs on the essential skills needed to start and manage a successful new business venture.

Upon completion of this course, students will be able to:

- Evaluate the necessary qualities and characteristics of a successful entrepreneurial profile.
- Recognize and determine the steps necessary to open and operate a small business enterprise.
- Identify the marketing, financial, leadership and other competencies needed by an entrepreneur.
- Use information, projections, logic and critical thinking to recognize an opportunity and solve small business problems in a multicultural, ethical and legal environment.
- Develop and present a business plan for a business in Japan or another country.

The course is delivered through a combination of lectures, class discussions, and presentations.

**Language(s) of Instruction**

English

**Host Institution Course Number**

N/A

**Host Institution Course Title**

ENTREPRENEURSHIP IN JAPAN

**Host Institution Campus**

Keio University

**Host Institution Faculty**

**Host Institution Degree**

**Host Institution Department**

International Center

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