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

2.00

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 AND SMALL BUSINESS DEVELOPMENT IN JAPAN

Host Institution Course Details

https://gslbs.keio.jp/pub-syllabus/detail?ttblyr=2023&entno=03925&lang=en

Host Institution Campus
Keio University

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Center

Course Last Reviewed
2022-2023

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