

COURSE DETAIL

ENTREPRENEURSHIP MANAGEMENT

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University Summer

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

100

UCEAP Course Suffix

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UCEAP Official Title

ENTREPRENEURSHIP MANAGEMENT

UCEAP Transcript Title

ENTREPRENRSHP MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course aims at providing strategic framework and practical knowledge for future entrepreneurs who explore new business opportunities through creating a venture or acquiring a job position at existing firms. By the end of the course, students should be able to have a clear understanding of how to develop raw ideas to product, service, or business concepts through the process of identifying, refining, and screening opportunities, and should be well poised to take the next steps to designing and successfully launching a new product, service, or business. To shed light on entrepreneurship from the perspective of ideation, project management, and valuation, this course incorporates both top-down theories of resources to bottom-up simulations.

Language(s) of Instruction

English

Host Institution Course Number

IEE3585

Host Institution Course Title

ENTREPRENEURSHIP MANAGEMENT

Host Institution Campus

Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business & Economics

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