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 S
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 AND MANAGEMENT

Host Institution Course Details
https://summer.yonsei.ac.kr/_res/summer/etc/8.24_IEE358501_6w_ENMA_%EA%B9%80%EB...

Host Institution Campus
Yonsei International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business & Economics

Course Last Reviewed
2024-2025

Print