

COURSE DETAIL

ESSENTIALS OF ENTREPRENEURSHIP

Country

Netherlands

Host Institution

Utrecht University

Program(s)

Utrecht University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Economics

UCEAP Course Number

105

UCEAP Course Suffix**UCEAP Official Title**

ESSENTIALS OF ENTREPRENEURSHIP

UCEAP Transcript Title

ENTREPRNRSP ESSENTL

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course teaches entrepreneurship both from the theoretical and practical perspectives. Alongside learning about and discussing an academic approach to entrepreneurship, students also go through experiential learning by working on an entrepreneurial project by working in small teams in search of a repeatable and scalable business model on which they report both orally and in written form. The course introduces business model generation tools such as the lean business model canvas, design thinking, and customer validation methods. The results of these methods culminate in a start-up pitch-deck, a Demo Day pitch event, and a concise report.

Language(s) of Instruction

English

Host Institution Course Number

EC2EBE3

Host Institution Course Title

ESSENTIALS OF ENTREPRENEURSHIP

Host Institution Campus

Utrecht University

Host Institution Faculty

Law, Economics and Governance

Host Institution Degree

Host Institution Department

Economics

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