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 Course Details
https://osiris-student.uu.nl/onderwijscatalogus/extern/cursus?taal=en

Host Institution Campus
Utrecht University

Host Institution Faculty
Law, Economics and Governance

Host Institution Degree

Host Institution Department
Economics

Course Last Reviewed
2023-2024

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