COURSE DETAIL

ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 109
UCEAP Course Suffix
UCEAP Official Title ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT
UCEAP Transcript Title ENTREPREN&BUS MGMT
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course introduces students to the world of start-ups, SMEs (small and medium-sized enterprises), and corporate venturing. It acquaints students with concepts and theories that are relevant to the process of setting up and managing a business. Students explore how entrepreneurial behavior in large companies can positively influence multiple individual and firm-level performance variables. The course also offers students a "learning-by-doing" environment in which they practice certain fundamentals of the entrepreneurial process such as value creation, opportunity recognition, and creativity. The theories covered are then applied in their specific business context. The course discusses the different steps in the entrepreneurial and small-business process including opportunity recognition; gathering resources; strategic planning in smaller companies; managing the venture; and growth, exit, or failure of the business. It also introduces different types of entrepreneurships, such as social, academic, and corporate venturing, as well as the theories that are important within this research field.

Language(s) of Instruction
English

Host Institution Course Number
EBC2158

Host Institution Course Title
ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT

Host Institution Course Details
http://code.unimaas.nl/Code/Display?intCalendarID=23&intBAMA=3&SearchString=EBC...

Host Institution Campus
Maastricht University

Host Institution Faculty
School of Business & Economics

Host Institution Degree
Host Institution Department
Course Last Reviewed 2023-2024

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