

# 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 Campus

Maastricht University

### Host Institution Faculty

School of Business & Economics

### Host Institution Degree

### Host Institution Department

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