

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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