

# COURSE DETAIL

## PSYCHOLOGY OF ENTREPRENEURSHIP AND INNOVATION

**Country**

United Kingdom - England

**Host Institution**

King's College London

**Program(s)**

King's College London

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Psychology Business Administration

**UCEAP Course Number**

157

**UCEAP Course Suffix**

N

**UCEAP Official Title**

PSYCHOLOGY OF ENTREPRENEURSHIP AND INNOVATION

**UCEAP Transcript Title**

PSY/ENTREP&INNOVATN

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

**Course Description**

This course explores the psychology behind entrepreneurship and innovation. The topics include the personality of entrepreneurs and exploring whether entrepreneurs are born or made; how entrepreneurs and innovation leaders make decisions about risk and manage uncertainty; what drives entrepreneurs and what "returns" they can expect (in terms of income and well-being); what success means to entrepreneurs, how individuals may lead successfully on entrepreneurial, entrepreneurs and innovation initiatives. Students also reflect on how each person can act in an entrepreneurial and innovative manner. The course examines the psychological underpinnings of the entrepreneurial process and innovative behaviors within established business. It is mindful of the diversity of entrepreneurial and innovation endeavors ranging from high-tech and digital entrepreneurs to social entrepreneurs that launch social innovations.

**Language(s) of Instruction**

English

**Host Institution Course Number**

6QQMB308

**Host Institution Course Title**

PSYCHOLOGY OF ENTREPRENEURSHIP AND INNOVATION

**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business

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