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

4.00

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 Course Details
https://www.kcl.ac.uk/abroad/module-options/psychology-of-entrepreneurship-inno...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed
2023-2024

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