

COURSE DETAIL

ENTREPRENEURIAL VENTURES

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)

Business Administration

UCEAP Course Number

148

UCEAP Course Suffix

N

UCEAP Official Title

ENTREPRENEURIAL VENTURES

UCEAP Transcript Title

ENTREPRENL VENTURES

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course introduces key ideas and processes in the area of Entrepreneurship using an applied approach. The course focuses on the generation of business ideas followed by development, articulation, and formulation of a business plan. Relevant areas such as business model development, the external environment, resource management and financial planning are integrated in an entrepreneurial context. Theoretical and empirical foundations of entrepreneurship are explored at the start of term; the remainder of the course is dedicated to students designing their own entrepreneurial venture and experiencing the entrepreneurial process in action.

Language(s) of Instruction

English

Host Institution Course Number

5QQMB210

Host Institution Course Title

ENTREPRENEURIAL VENTURES

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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