COURSE DETAIL

ENTREPRENEURSHIP AND NEW BUSINESS STARTUP
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 102
UCEAP Course Suffix
UCEAP Official Title ENTREPRENEURSHIP AND NEW BUSINESS STARTUP
UCEAP Transcript Title ENTREPREN&NEW BUS
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course provides real world, experience-based learning on what it's like to actually start a new business. The main objective is to allow students to directly experience the earliest phases of an entrepreneurial startup process. The focus is on concept building and testing. Students are asked to actively engage in developing the initial business idea, but also in talking to potential customers, suppliers, partners, and competitors, as they confront the chaos and uncertainty of how a real startup actually emerges from the entrepreneurs' efforts.

Language(s) of Instruction
English

Host Institution Course Number
30492

Host Institution Course Title
ENTREPRENEURSHIP AND NEW BUSINESS STARTUP

Host Institution Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30492&anno=2025&Id...

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2024-2025

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