

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 Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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