

COURSE DETAIL

INVESTMENT ECONOMICS AND INNOVATION

Country

United Kingdom - England

Host Institution

University of Manchester

Program(s)

University of Manchester

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

155

UCEAP Course Suffix**UCEAP Official Title**

INVESTMENT ECONOMICS AND INNOVATION

UCEAP Transcript Title

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UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This course is intended to introduce students having no previous experience of project investment appraisal to the ways in which such investments can be analyzed. Students who wish to enter the business world, either working for companies or for themselves, are required to conduct formal assessments of a proposed project (or business) and present these to decision-makers. The course equips students to conduct such analyses, by describing a case study (chosen by the student), modelling it using formal techniques and indicators, and to present the results in a well-structured document. In the past a variety of projects have been examined, including sports centers, restaurants, new products, renewable energy schemes, an escort agency, theme park, retail businesses, driving school, hotels and hostels, a company take- over, etc.

Language(s) of Instruction

English

Host Institution Course Number

BMAN31212

Host Institution Course Title

INVESTMENT ECONOMICS AND INNOVATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Management

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