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 INVESTMNT ECON&INOV
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 Course Details
https://www.manchester.ac.uk/study/international/study-abroad-exchange/unit-sea...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business and Management

Course Last Reviewed

2024-2025

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