

# COURSE DETAIL

## BUSINESS VENTURE AND ENTREPRENEURSHIP

**Country**

Korea, South

**Host Institution**

Seoul National University

**Program(s)**

Seoul National University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

128

**UCEAP Course Suffix****UCEAP Official Title**

BUSINESS VENTURE AND ENTREPRENEURSHIP

**UCEAP Transcript Title**

BUSNS VENTR&ENTREPR

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course theoretically examines the macroscopic role that entrepreneurs and entrepreneurship play in the market economy and examines management theories about individual and organizational-level phenomena that affect entrepreneurship, for example via management case studies. The scope of this class is not a simple livelihood-type entrepreneurship, but opportunity-capturing entrepreneurship that creates new market value. Topics include History of the Startup Ecosystem in Korea, Entrepreneurship vs Management, Opportunity recognition, Numbers and Venture Capitalists, Business Model and Competitor Analysis, Consumer Behavior, Business Models Topology and Big Data, and more.

### Language(s) of Instruction

Korean

### Host Institution Course Number

M1338.000200

### Host Institution Course Title

BUSINESS VENTURE AND ENTREPRENEURSHIP

### Host Institution Course Details

#### Host Institution Campus

#### Host Institution Faculty

#### Host Institution Degree

#### Host Institution Department

### Course Last Reviewed

2024-2025

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