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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