

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

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