

COURSE DETAIL

VENTURE FORMATION AND INVESTMENT

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

129

UCEAP Course Suffix**UCEAP Official Title**

VENTURE FORMATION AND INVESTMENT

UCEAP Transcript Title

VENTURE&INVESTMENT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course examines the processes and skills necessary for starting and operating a new business. Students are introduced to various stages of entrepreneurship such as capturing business ideas, evaluating business ideas, establishing appropriate business models, and getting funded by venture capital firms.

Students work primarily conducted in teams, with teams formed based on the diversity of students. For instance, students from different fields will form a team to create a creative business plan.

The course also explores how entrepreneurs search for business ideas, evaluate them, and create and sustain long-term growth. Additionally, it covers how to implement competitive strategies aligned with this vision. To this end, the course encompasses all functional areas of business administration such as marketing, accounting, finance, and management. Case studies, guest lectures from external experts, and business plan assignments are incorporated to deepen the understanding of how a company modifies and develops its strategic position.

Finally, this course is designed to help students learn better communication techniques.

Language(s) of Instruction

English

Host Institution Course Number

M1338.005200

Host Institution Course Title

VENTURE FORMATION AND INVESTMENT

Host Institution Course Details

<https://sugang.snu.ac.kr>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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