

# 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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