

COURSE DETAIL

EXPLORING ENTERPRISE

Country

United Kingdom - England

Host Institution

University of Manchester

Program(s)

University of Manchester

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

166

UCEAP Course Suffix

N

UCEAP Official Title

EXPLORING ENTERPRISE

UCEAP Transcript Title

EXPLORING ENTERPRIS

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

The course develops students' problem-solving skills, creativity, and commercial awareness. Acting as consultants, students identify and evaluate business opportunities using tools like SWOT, PEST, and Ansoff's Matrix. This course bridges the gap between academic knowledge and real-world applications, making students' expertise more relevant in business contexts. The course culminates in a consultancy project where students analyze a business and recommend innovative changes to that company's business model. Students develop a consultancy mindset (i.e. commercializing focused both aware of other stakeholder interests and expectations), gain essential analytical skills, and further develop their abilities to innovate creating value in various contexts.

Language(s) of Instruction

English

Host Institution Course Number

MCEL10001

Host Institution Course Title

EXPLORING ENTERPRISE

Host Institution Course Details

<https://www.manchester.ac.uk/study/international/study-abroad-exchange/unit-sea...>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Manchester Business School

Course Last Reviewed

2025-2026

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