Mastering Entrepreneurship (MSIN0053)

Description
This course is designed to develop core enterprise skills whilst providing an insight into how individuals and organisations create and capture value through entrepreneurial activity. It is intended to provide the skills and knowledge work more entrepreneurially in a range of entrepreneurial contexts including established businesses as well as new start-ups. The course focusses on innovation in the design and development of new products, processes and markets. In doing so it seeks to develop an understanding of how personal, technical and market factors influence successful outcomes along with strategies to secure the resources to move from idea to action.
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Key information
Year 2019/20
Credit value 15 (150 study hours)
Delivery PGT L7, Campus-based
Reading List View on UCL website
Tutor Dr Dave Chapman
Term Term 1
Timetable View on UCL website

Assessment
- Group coursework: 60%
- Coursework: 40%

Find out more
For more information about the department, programmes, relevant open days and to browse other modules, visit ucl.ac.uk

Disclaimer: All information correct as of August 2019. Please note that aspects of the module may be subject to change. UCL will make best efforts to inform applicants of major changes.
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