Entrepreneurship: Theory and Practice (MSIN0144)

**Description**
This is UCL's principal Entrepreneurship course for students who are actively seeking to develop and test a new business idea. It is most relevant to those who are considering forming their own business but is also valuable for “intrapreneurs” promoting new initiatives within existing organisations. Through the study of existing high-potential ventures and the development of a business feasibility plan the course provides deep insights regarding critical success factors (desirability feasibility and viability) along with strategies to attract and retain the necessary resources (personal, technical and finance) to launch a new venture. In doing so the course seeks to develop the entrepreneurial skills, behaviours and attitudes that are essential for individuals seeking to create and capture value through innovative business activities.

**Key information**
- **Year**: 2019/20
- **Credit value**: 15 (150 study hours)
- **Delivery**: UG L6, Campus-based
- **Reading List**: View on UCL website
- **Tutor**: Dr Dave Chapman
- **Term**: Term 2
- **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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Key information

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<td>Credit value</td>
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- **Delivery**: UGM L7, Campus-based
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- **Term**: Term 2
- **Timetable**: View on UCL website

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