

Venture Business II

Syllabus Number

MAN-304

Elective

2 credit

KAN, Viktoriya

1. Course Description

This course helps students in understanding the essence of venture business and entrepreneurship, and the key success factors of doing business under the severe market competition and changing business environment. It highlights mechanisms of venture creation and ways of entrepreneurial thinking, the process of opportunity recognition and creative idea generation, process of converting business chances into start-ups. The course will also cover topics on venture capital financing, business plan preparation and will involve recent case studies of successful business ventures.