

Venture Business I

Syllabus Number

MAN-312

Elective

2 credit

KAN, Viktoriya

1. Course Description

The course is designed to assist students in understanding the essence of entrepreneurship and highlights the mechanisms of business venture creation, that is, ways of entrepreneurial thinking and acting, the process of opportunity recognition and creative idea generation, as well as the process of gathering resources and information to convert business chances into start-ups. The course will also cover the basic tool set necessary to prepare a business plan and will involve recent case studies of successful business ventures in Japan.