



Entrepreneurship

This concentration is designed to enable students to thrive whether they start their own business, join a high-growth start-up, lead innovation in an established organisation or take the family business to the next stage.

This concentration takes you through the entire cycle from identification of the opportunity, validation, testing and planning ideas through to financing, executing and scaling resulting ventures. The focus is on both high-growth ventures and existing businesses, such as entrepreneurship through acquisition or family business. The courses are highly experiential – students are challenged to apply what they learn to real ventures. Our teaching inspires students to have an entrepreneurial mindset, equipping them with tools to identify challenges, turn them into opportunities and have to have a vast and wide-ranging impact on the world around them.



You are required to take a minimum of 55 credits from the following list to qualify for the Entrepreneurship concentration.

You must take at least **33 credits** from the short list and **22 credits** from the long list.

You may import **one** Elective from International Exchange, with prior permission of the Concentration Co-ordinator, Dr Luisa Alemany.

	Course Title	Credit	Subject Area	Code
Short List	New Venture Development	11	SE	E189
	Building a Scalable Business	11	SE	E202
	Financing the Entrepreneurial Business	11	SE	E224
	Family Business: A Guide for Owners, Managers and Advisors	11	SE	E472
	Pathways to Start-up Success	11	SE	E489
	Growing Social Enterprises	11	SE	E498
	Entrepreneurial Mindset	6	SE	E615
	Sustainability Leadership: Challenges and Opportunities	6	SE	E630
	Developing Entrepreneurial Opportunities	6	SE	TC10

	Course Title	Credit	Subject Area	Code
Long List	Entrepreneurship Summer School	11	SE	E400
	Business Project*	11	Programme Team	E420
	Channel and Sales Force Management	11	MKT	E460
	Growing Business in merging and Frontier Markets	6	SE	E471
	Sustainable Business Model Experiments: Ideation to Prototyping	11	MSO	E480
	Creativity in Business	11	MKT	E482
	FinTech	11	FIN	E503
	Managing a Digital Organization	11	SE	E508
	Digital Investing	11	AC	E518
	Measuring Impact in the Digital Economy	11	MKT	E520
	Entrepreneurship Through Acquisition	11	SE	E603
	From Innovation to Market	11	SE	E616
	Intro to Corporate Governance and Board Effectiveness	11	OB	E618
	The Entrepreneurship Lab	11	SE	E621
	Digital Deep Dive	11	MSO	E626
	Digital Marketing	11	MKT	E629
	Entrepreneurial Negotiations	6	OB	E633
	Generative AI	6	MSO	E634
	Fuelling Innovation and Growth with Consumer-Driven Disruption	6	MKT	E637
	Digital Strategy	6	SE	TC11
Design Led Innovation	6	MKT	TC15	

*To count toward minimum concentration requirements, students are advised to submit the topic and obtain approval in advance.