COURSE DETAIL

INTRODUCTION TO BUSINESS ADMINISTRATION AND MANAGEMENT FOR NON-BUSINESS MAJORS
Country Germany
Host Institution Technical University Berlin
Program(s) Technical University Berlin
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 10
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO BUSINESS ADMINISTRATION AND MANAGEMENT FOR NON-BUSINESS MAJORS
UCEAP Transcript Title INTRO BUSINESS ADMN
UCEAP Quarter Units 5.50

UCEAP Semester Units
3.70

Course Description
The Business Administration module covers a broad spectrum of economics topics which include the following: business administration – a definition; sustainability and business plans as a model; industry structures, competitive advantages, and business models; marketing; presentation of founding teams; knowledge protection and licensing; financing and investment; internal and external accounting; personnel management; company leadership.

Language(s) of Instruction
German

Host Institution Course Number
73 140 L 3146/7

Host Institution Course Title
BETRIEBSWIRTSCHAFTSLEHRE UND MANAGEMENT - EINFÜHRUNG FÜR NICHTWIRTSCHAFTSWISSENSCHAFTLER*INNEN

Host Institution Course Details

Host Institution Campus
FAKULTÄT VII WIRTSCHAFT UND MANAGEMENT

Host Institution Faculty

Host Institution Degree

Host Institution Department
Strategische Führung und Globales Management

Course Last Reviewed

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