

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

INTRODUCTION TO BUSINESS ADMINISTRATION AND MANAGEMENT FOR NON-BUSINESS MAJORS

Host Institution Campus

FAKULTÄT VII WIRTSCHAFT UND MANAGEMENT

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Strategische Führung und Globales Management

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