

COURSE DETAIL

UNDERSTANDING MANAGEMENT

Country

United Kingdom - England

Host Institution

University College London

Program(s)

University College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

168

UCEAP Course Suffix**UCEAP Official Title**

UNDERSTANDING MANAGEMENT

UCEAP Transcript Title

UNDERSTANDING MGMT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the practice of management, introducing students to what managers do. Different management activities and roles are explored from both a practical and theoretical perspective. Key management responsibilities such as strategic thinking, analyzing the business environment, marketing, leading and motivating others, and meeting customer needs are explored alongside real-world case studies. The class provides real insight into the role of the manager, managing in today's dynamic and exciting business environment.

Language(s) of Instruction

English

Host Institution Course Number

MSIN0048

Host Institution Course Title

UNDERSTANDING MANAGEMENT

Host Institution Campus

UCL

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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