

COURSE DETAIL

PRINCIPLES OF BUSINESS MANAGEMENT

Country

Thailand

Host Institution

Thammasat University

Program(s)

Thammasat University

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

22

UCEAP Course Suffix**UCEAP Official Title**

PRINCIPLES OF BUSINESS MANAGEMENT

UCEAP Transcript Title

PRIN/BUSINESS MGMT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course provides an overview of business management in a complex and constantly evolving environment. Topics include the main functions of businesses, sustainable business models, corporate social responsibility, and business ethics.

Language(s) of Instruction

English

Host Institution Course Number

IB 201

Host Institution Course Title

PRINCIPLES OF BUSINESS MANAGEMENT

Host Institution Course Details**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business Administration

Course Last Reviewed

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