

# COURSE DETAIL

## INTRODUCTION TO BUSINESS MANAGEMENT

**Country**

Spain

**Host Institution**

Carlos III University of Madrid

**Program(s)**

Carlos III University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

123

**UCEAP Course Suffix****UCEAP Official Title**

INTRODUCTION TO BUSINESS MANAGEMENT

**UCEAP Transcript Title**

BUS MGMT/ENGINEERS

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## Course Description

This course offers a study of the fundamentals of business management and organization for future engineers. It offers an introduction to private companies and their institutional, legal, and environmental framework. The course discusses the role of engineering and engineers in business management. Other topics include: financial management; strategic management; marketing and sales management; human resource management; role of engineering and engineers in business administration.

## Language(s) of Instruction

English

## Host Institution Course Number

15497,14197,13875

## Host Institution Course Title

FUNDAMENTOS DE GESTIÓN EMPRESARIAL

## Host Institution Course Details

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=256&anio=2018&plan=418&asig=15...>

## Host Institution Campus

Leganés

## Host Institution Faculty

Escuela Politécnica Superior.

## Host Institution Degree

Grado en Ingeniería Mecánica, Grado en Ingeniería en Tecnologías Industriales

## Host Institution Department

Ingeniería Mecánica

## Course Last Reviewed

2022-2023

[Print](#)