

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

INTRODUCTION TO BUSINESS MANAGEMENT

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

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