

COURSE DETAIL

BUSINESS SIMULATION

Country

United Kingdom - Scotland

Host Institution

University of Edinburgh

Program(s)

University of Edinburgh

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

115

UCEAP Course Suffix**UCEAP Official Title**

BUSINESS SIMULATION

UCEAP Transcript Title

BUSINESS SIMULATION

UCEAP Quarter Units

8.00

UCEAP Semester Units

5.30

Course Description

This course is a practical integrative business course that requires teams of students to operate a simulated start up business. Acting as a board of directors students set the direction for the company to build up the business by making decisions related to its strategy, finance, market, operations, staffing, and innovation. It fosters interdisciplinary decision making in an inexact environment and prepares students for the problems and issues of working in a changing and uncertain world.

Language(s) of Instruction

English

Host Institution Course Number

BUST08031

Host Institution Course Title

BUSINESS SIMULATION

Host Institution Campus

Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Studies

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