COURSE DETAIL

BUSINESS CONSULTING
Country Thailand
Host Institution Thammasat University
Program(s) Thammasat University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 110
UCEAP Course Suffix
UCEAP Official Title BUSINESS CONSULTING
UCEAP Transcript Title BUSINESS CONSULTING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description
This course provides an introduction to the practice of business consulting, including its origins and evolution. It examines the characteristics and development of businesses in Thailand and analyzes different types of business statuses to provide an understanding of the environment, competitive advantages, problems, and obstacles that occur. It also explores the client perspective, communicating with a client, building a client relationship, marketing, conflict and negotiation, and ethics.

Language(s) of Instruction
English

Host Institution Course Number
OM 435/424

Host Institution Course Title
BUSINESS CONSULTING

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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