

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 Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business Administration

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