COURSE DETAIL

BUSINESS AND ENTERPRISE I
Country New Zealand
Host Institution University of Auckland
Program(s) University of Auckland
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 16
UCEAP Course Suffix
UCEAP Official Title BUSINESS AND ENTERPRISE I
UCEAP Transcript Title BUSINESS&ENTERPRISE
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
Businesses compete for ideas, customers, employees, and capital. Entrepreneurs and managers make choices about how to create value through innovation, differentiation of products and services, and utilization of resources. This course explores how these choices are shaped by markets, technology, government, and society. It develops the entrepreneurial thinking, management skills, and professional capabilities necessary to do business.

Language(s) of Instruction
English

Host Institution Course Number
BUS 101

Host Institution Course Title
BUSINESS AND ENTERPRISE

Host Institution Course Details

Host Institution Campus
Auckland

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed

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