

# 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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