

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 Campus

Auckland

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

[Print](#)