COURSE DETAIL

BUSINESS AND SOCIETY
Country Korea, South
Host Institution Yonsei University
Program(s) Yonsei University
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 17
UCEAP Course Suffix
UCEAP Official Title BUSINESS AND SOCIETY
UCEAP Transcript Title BUSINESS & SOCIETY
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

As today's social climate makes many demands on business, business leaders are required to be as skilled in managing their companies' social relations as the more traditional economic ones. The study of the interactions between business and "the world beyond company gate" is the subject of this course. Throughout the course, students are exposed to diverse theories, research findings and relevant business cases that help them to attain the basic framework of the ever-changing relationship between business and society. Major topics of the course are changing social expectations, growing emphasis on ethical reasoning and actions, globalization, evolving government regulations and business response, dynamic natural environment, explosion of new technology and innovation, and creating value in a dynamic environment.

Language(s) of Instruction
English

Host Institution Course Number
IEE3325

Host Institution Course Title
BUSINESS AND SOCIETY

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Office of International Affairs

Course Last Reviewed
2023-2024

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