

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Office of International Affairs

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