

COURSE DETAIL

MODERN MANAGEMENT AND ENTREPRENEURSHIP

Country

Thailand

Host Institution

Thammasat University

Program(s)

Thammasat University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

130

UCEAP Course Suffix**UCEAP Official Title**

MODERN MANAGEMENT AND ENTREPRENEURSHIP

UCEAP Transcript Title

MGMT&ENTREPRENRSHIP

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course introduces the concepts of management and the roles, responsibilities, and skills required of modern managers and entrepreneurs. Topics covered include the evolution and scope of management, decision making, planning, organizing, leading, motivating, controlling, changing paradigm of management, corporate culture, communication in organizations, and managerial ethics and corporate social responsibility. Students focus on the importance of managing in a global environment and understanding the ethical implications of managerial decisions. Text: R. Daft, MANAGEMENT. Assessment: midterm exam, final exam, and a group project.

Language(s) of Instruction

English

Host Institution Course Number

HR 201

Host Institution Course Title

MODERN MANAGEMENT AND ENTREPRENEURSHIP

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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