COURSE DETAIL

PRINCIPLES OF BUSINESS & MANAGEMENT

Country
United Kingdom - England

Host Institution
University of Sussex

Program(s)
Summer in Sussex

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
103

UCEAP Course Suffix
S

UCEAP Official Title
PRINCIPLES OF BUSINESS & MANAGEMENT

UCEAP Transcript Title
BUSINESS&MANAGEMENT

UCEAP Quarter Units
6.00

UCEAP Semester Units

4.00

Course Description

This course introduces students to relevant concepts to provide an understanding of the business environment. It sets the scene and provides a platform for future study as well as helping students to appreciate the interconnected nature of business organizations, the environment in which they operate, and the people involved. Through collaborative team-based activities, students show an ability to engage in a critical discussion of issues affecting contemporary business and analyze a selected organization's approach to a selected managerial process. Topics and concepts may include – Organizational Structure, Management Theory, Corporate Social Responsibility and the culture and ethics of business organizations. The course help students contextualize the study of organizations and should give students the capability to analyze organization and management issues in a contemporary setting. Students also work collaboratively in team-based activities providing networking opportunities throughout the module. This module may include in-class simulations, where students evaluate the success of a selected organization's market performance.

Language(s) of Instruction
English

Host Institution Course Number
IS449

Host Institution Course Title
PRINCIPLES OF BUSINESS & MANAGEMENT

Host Institution Campus
University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Management

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