

COURSE DETAIL

INTRODUCTION TO BUSINESS ADMINISTRATION

Country

Netherlands

Host Institution

Maastricht University - University College Maastricht

Program(s)

University College Maastricht

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

6

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO BUSINESS ADMINISTRATION

UCEAP Transcript Title

INTRO BUSINESSADMIN

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Business administration studies economic problems within the firm and relates to problems in the fields of marketing and logistics, finance, accounting, information management, and organization and strategy. Business administration aims to provide an integrated view of all the various (sub) disciplines. This course introduces basic topics that are related to business administration. The course centers around a real-life management simulation: Market Place live.

Language(s) of Instruction

English

Host Institution Course Number

SSC1030

Host Institution Course Title

INTRODUCTION TO BUSINESS ADMINISTRATION

Host Institution Campus

University College Maastricht

Host Institution Faculty

Social Sciences

Host Institution Degree

Host Institution Department

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