

## COURSE DETAIL

### BUSINESS MANAGEMENT AND REAL WORLD PRACTICE

**Country**

Korea, South

**Host Institution**

Yonsei University

**Program(s)**

Yonsei University Summer

**UCEAP Course Level**

Lower Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

45

**UCEAP Course Suffix****UCEAP Official Title**

BUSINESS MANAGEMENT AND REAL WORLD PRACTICE

**UCEAP Transcript Title**

BUS MGT RL WRLD PRC

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course covers issues related to important concepts, practices, and leaders in the world of modern management.

The world of management is fiercely competitive; managers and their employers must deliver results. In this course, essential performance dimensions: cost, quality, speed, innovation, service, and sustainability are emphasized. A key focus is on the modern management function, including issues of 1) delivering strategic value (for planning), 2) building a dynamic organization (for organizing), 3) mobilizing people (for leading), and 4) learning and changing (for controlling) in turbulent and competitive markets.

The course considers the following primary questions: (1) what skills will help you to be an effective manager, and (2) how can you apply the material in this course to daily life?

Ultimately, this course provides core foundational knowledge and principles integral to organizational management careers.

### Language(s) of Instruction

English

### Host Institution Course Number

IEE2098

### Host Institution Course Title

BUSINESS MANAGEMENT AND REAL WORLD PRACTICE

### Host Institution Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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