# COURSE DETAIL

| THE ORIGINS OF THE MODERN COMPANY |
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| **Country**<br>Spain |
| **Host Institution**<br>Carlos III University of Madrid |
| **Program(s)**<br>Carlos III University of Madrid |
| **UCEAP Course Level**<br>Upper Division |
| **UCEAP Subject Area(s)**<br>Business Administration |
| **UCEAP Course Number**<br>159 |
| **UCEAP Course Suffix** |
| **UCEAP Official Title**<br>THE ORIGINS OF THE MODERN COMPANY |
| **UCEAP Transcript Title**<br>ORIGINS MODERN CO |
| **UCEAP Quarter Units**<br>5.00 |
| **UCEAP Semester Units**<br>3.30 |

**Course Description**

This course discusses the concepts, models, and basic theories of the role that entrepreneurs and companies play in economic growth. Topics include: the rise of big business; emergence of managerial capitalism and the US model; alternative types of companies-- Japan, Europe, China; flexible specialization and industrial districts; sources of competitive advantage-- technological innovation, trademarks, and marketing; multinational enterprises.

**Language(s) of Instruction**
English

**Host Institution Course Number**
13178

**Host Institution Course Title**
ORÍGENES DE LA EMPRESA MODERNA

**Host Institution Course Details**
https://aplicaciones.uc3m.es/cpa/generaFicha?est=204&anio=2024&plan=395&asig=13...

**Host Institution Campus**
GETAFE

**Host Institution Faculty**
Facultad de Ciencias Sociales y Jurídicas

**Host Institution Degree**
Grado en Administración de Empresas

**Host Institution Department**
Departamento de Ciencias Sociales

**Course Last Reviewed**
2024-2025

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