

## COURSE DETAIL

### THE ORIGINS OF THE MODERN COMPANY

**Country**

Spain

**Host Institution**

Carlos III University of Madrid

**Program(s)**

Carlos III University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

159

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

THE ORIGINS OF THE MODERN COMPANY

**UCEAP Transcript Title**

ORIGINS MODERN CO

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

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

THE ORIGINS OF THE MODERN COMPANY

## 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

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