

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

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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