

COURSE DETAIL

PRINCIPLES OF BUSINESS MANAGEMENT

Country

Spain

Host Institution

Complutense University of Madrid

Program(s)

Complutense University of Madrid

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

57

UCEAP Course Suffix**UCEAP Official Title**

PRINCIPLES OF BUSINESS MANAGEMENT

UCEAP Transcript Title

PRINCIPLES BUS MGMT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers a study of the basic concepts related to business management and organization. Topics include: the company; entrepreneurship and business management; company strategy; organization structure; people management; operations management; marketing management; financial management.

Language(s) of Instruction

Host Institution Course Number

802262

Host Institution Course Title

PRINCIPLES OF BUSINESS MANAGEMENT

Host Institution Campus

Somosaguas

Host Institution Faculty

Facultad de Ciencias Económicas y Empresariales

Host Institution Degree

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

Host Institution Department

[Print](#)