

COURSE DETAIL

INDUSTRY CASE

Country

New Zealand

Host Institution

University of Auckland

Program(s)

University of Auckland

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

151

UCEAP Course Suffix**UCEAP Official Title**

INDUSTRY CASE

UCEAP Transcript Title

INDUSTRY CASE

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course provides an opportunity to complete an applied business project that demonstrates an understanding of key concepts, tools, and trends in strategy, while drawing on knowledge from individual majors. It emphasizes critical and creative thinking to evaluate academic and market sources and to propose solutions to real-world business problems. The course also develops professional skills through practice in delivering presentations and writing business-quality reports.

Language(s) of Instruction

English

Host Institution Course Number

BUSINESS 351

Host Institution Course Title

INDUSTRY CASE

Host Institution Course Details

<https://courseoutline.auckland.ac.nz/dco/course/BUSINESS/351/1255>

Host Institution Campus

Auckland

Host Institution Faculty

Business

Host Institution Degree

Host Institution Department

Course Last Reviewed

2025-2026

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