

# COURSE DETAIL

## MANAGEMENT AND SOCIETY

### Country

United Kingdom - Scotland

### Host Institution

University of St Andrews

### Program(s)

University of St Andrews

### UCEAP Course Level

Upper Division

### UCEAP Subject Area(s)

Business Administration

### UCEAP Course Number

145

### UCEAP Course Suffix

### UCEAP Official Title

MANAGEMENT AND SOCIETY

### UCEAP Transcript Title

MANAGEMNT & SOCIETY

### UCEAP Quarter Units

8.00

### UCEAP Semester Units

5.30

## **Course Description**

The multidisciplinary nature of management is reflected in this course. It examines the conceptual frameworks and techniques of marketing and organizational behavior, which are complementary to one another in reflecting an organization's relation to its internal and external environment. In doing so, the course develops an understanding of the growth of marketing and its role in management. Students consider how the behavior of individuals and groups in organizations may be understood and managed and also how managers might better appreciate the markets and market forces they are committed to dealing with.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

MN2001

### **Host Institution Course Title**

MANAGEMENT AND SOCIETY

### **Host Institution Course Details**

[https://portal.st-andrews.ac.uk/catalogue/View?code=MN2001&academic\\_year=2013/4](https://portal.st-andrews.ac.uk/catalogue/View?code=MN2001&academic_year=2013/4)

### **Host Institution Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Management

### **Course Last Reviewed**

2025-2026

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