

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

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed

2025-2026

[Print](#)