COURSE DETAIL

INTRODUCTION TO BUSINESS ADMINISTRATION
Country Netherlands
Host Institution Maastricht University – University College Maastricht
Program(s) University College Maastricht
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 10
UCEAP Course Suffix
UCEAP Official Title INTRODUCTION TO BUSINESS ADMINISTRATION
UCEAP Transcript Title INTRO BUS ADMIN
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course introduces students in the various topics that are related to business administration so that students have basic knowledge for the more specialized courses in marketing, organization, finance, strategy, supply chain management, and accounting. The course is centered around a real-life management simulation: Market Place live.

Language(s) of Instruction
English

Host Institution Course Number
SSC1030

Host Institution Course Title
INTRODUCTION TO BUSINESS ADMINISTRATION

Host Institution Course Details
https://www.maastrichtuniversity.nl/file/course-catalogue-2025-2026pdf

Host Institution Campus
Maastricht University

Host Institution Faculty
University College Maastricht

Host Institution Degree

Host Institution Department
Social Science

Course Last Reviewed
2025-2026

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