

COURSE DETAIL

INTRODUCTION TO BUSINESS AND MANAGEMENT

Country

United Kingdom - England

Host Institution

University of Sussex

Program(s)

University of Sussex

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

68

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO BUSINESS AND MANAGEMENT

UCEAP Transcript Title

INTRO BUS&MGMT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course is an introductory study of contemporary organizations and their management. It explores the types of purposes of organizations, their stakeholders and changing environments together with their key managerial processes – entrepreneurship, organizational structure, leading, strategic planning and change. The focus throughout is on helping students achieve a critical and reflective approach, and learning to apply relevant concepts, tools, and models. The coursework component of assessment requires students to choose an organization that is of interest to them and to explore, critically, the way in which it handles a process of students' choice.

Language(s) of Instruction

English

Host Institution Course Number

N1065

Host Institution Course Title

INTRODUCTION TO BUSINESS AND MANAGEMENT

Host Institution Course Details

<https://www.sussex.ac.uk/study/modules/undergraduate/2025/104020-introduction-t...>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

Course Last Reviewed

2025-2026

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