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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