

COLLEGE OF CHEMISTRY COURSE GUIDE (../INDEX.HTML)

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UGBA 10 - PRINCIPLES OF BUSINESS (3 UNITS)

(Taken from the UC Berkeley Course Guide (<http://guide.berkeley.edu>))

COURSE OVERVIEW

SUMMARY

This course provides an introduction to the study of the modern business enterprise. The course is taught in five modules, the order of which may vary from semester to semester. The first examines the role and governance of business enterprise in a market economy. The second concentrates on financial issues, while the third looks at the problems of managing people in organizations. The fourth examines product pricing, marketing, and distribution issues and the last concentrates on the international business environment.

PREREQUISITES

None

WORKLOAD

TIME COMMITMENT

3 hours of lecture and 1 hour of discussion per week.

COLLEGE OF CHEMISTRY PEER SERVICES

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(<https://www.physics.toronto.edu/undergrad/current/>)

lang=en) students/peer-

advising