

# COURSE DETAIL

## MANAGEMENT OF MULTINATIONAL ENTERPRISES

**Country**

Japan

**Host Institution**

International Christian University

**Program(s)**

International Christian University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

125

**UCEAP Course Suffix****UCEAP Official Title**

MANAGEMENT OF MULTINATIONAL ENTERPRISES

**UCEAP Transcript Title**

MULTINATIONAL MGMT

**UCEAP Quarter Units**

4.00

**UCEAP Semester Units**

2.70

## Course Description

The globalization of markets and industries has created new growth opportunities for companies by accessing resources and serving markets worldwide. At the same time, managing across different cultures, administrative systems, geographic distances, economic structures pose its own managerial challenges. This course is designed to help integrate the existing knowledge of the functional areas of business into an internationally oriented view of the firm by evaluating the global environment and speculating on the future international direction of the firm. This course addresses the strategic and organizational challenges involved in managing activities across borders and introduces theories of international trade; differences in political economy and culture; barriers to trade; foreign exchange; business government relations, and the strategic alternatives available to companies operating in the global economy. It goes on to consider strategic options for the major functions of marketing, manufacturing, materials management, research and development, human resources, and finance, relating them to the firm's overall global strategy.

### Language(s) of Instruction

English

### Host Institution Course Number

BUS207E

### Host Institution Course Title

MANAGEMENT OF MULTINATIONAL ENTERPRISES

### Host Institution Campus

International Christian University

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business

[Print](#)