

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 Course Details

<https://campus.icu.ac.jp/public/ehandbook/PreviewSyllabus.aspx?regno=21522&year...>

Host Institution Campus

International Christian University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed

2022-2023

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