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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