

COURSE DETAIL

INTERNATIONAL BUSINESS MANAGEMENT

Country

Spain

Host Institution

Carlos III University of Madrid

Program(s)

Carlos III University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

160

UCEAP Course Suffix

E

UCEAP Official Title

INTERNATIONAL BUSINESS MANAGEMENT

UCEAP Transcript Title

INTL BUS MANAGEMENT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course examines the competences and skills that are key to making strategic decisions in an internationally competitive company. Topics include: the globalization of markets and the internationalization process; the international business environment; international business strategies; the organizational structure for the internationalization of a company. Prior coursework in marketing, marketing research, and strategic management is expected. NOTE: This course is the same as BUS A 160 but taught in English

Language(s) of Instruction

English

Host Institution Course Number

13202,17660

Host Institution Course Title

GESTIÓN INTERNACIONAL DE LA EMPRESA

Host Institution Course Details

<https://aplicaciones.uc3m.es/cpa/generaFicha?est=204&plan=147&asig=13202&idioma...>

Host Institution Campus

Getafe

Host Institution Faculty

Facultad de Ciencias Sociales y Jurídicas

Host Institution Degree

Grado en Administración de Empresas y Grado en Empresa y Tecnología

Host Institution Department

Economía de la Empresa

Course Last Reviewed

2021-2022

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