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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