COURSE DETAIL

INTERNATIONAL STRATEGIC MANAGEMENT
Country Spain
Host Institution Pompeu Fabra University
Program(s) International Business Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 166
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL STRATEGIC MANAGEMENT
UCEAP Transcript Title ESCI:INTL STRT MGMT
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

This course provides a study of cross-cultural and management issues related to management in an international marketplace. It examines the opportunities and challenges that companies face when expanding their activities internationally and dealing with international competitors in their home markets. Special attention is placed on different tools and analytic competencies available to the different specialized managerial roles when competing internationally. Note: This course is offered by ESCI and therefore has a different calendar, syllabus, and unit value than the course by the same title offered in the Faculty of Economic and Business Sciences.

Language(s) of Instruction
English

Host Institution Course Number
51596

Host Institution Course Title
INTERNATIONAL STRATEGIC MANAGEMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty
ESCI International Business (Escola Superior de Comerç Internacional)

Host Institution Degree

Host Institution Department

Course Last Reviewed

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