

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 Campus

Host Institution Faculty

ESCI International Business (Escola Superior de Comércio Internacional)

Host Institution Degree

Host Institution Department

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