

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**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 make strategic decisions in an internationally competitive company. Topics covered include the globalization of markets and the internationalization process, the international business environment, international business strategies, and the organizational structure for the internationalization of a company. Prior coursework in marketing, marketing research, and strategic management is expected.

Language(s) of Instruction

Spanish

Host Institution Course Number

13202

Host Institution Course Title

GESTIÓN INTERNACIONAL DE LA EMPRESA

Host Institution Course Details**Host Institution Campus**

Facultad de Ciencias Sociales y Jurídicas. (Getafe)

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Economía de la Empresa

Course Last Reviewed

[Print](#)