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

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