

# COURSE DETAIL

## GLOBAL ENTERPRISE MANAGEMENT

**Country**

Hong Kong

**Host Institution**

Chinese University of Hong Kong

**Program(s)**

Chinese University of Hong Kong

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

158

**UCEAP Course Suffix****UCEAP Official Title**

GLOBAL ENTERPRISE MANAGEMENT

**UCEAP Transcript Title**

GLOB ENTERPRISE MGM

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

**Course Description**

This course introduces important trends in the globalization of business. It presents the historical development of global enterprises and their international challenges, company strategies for sequencing the penetration of countries and committing resources, variables considered as a global enterprise expands into a foreign market, and management functions and strategies in business operations. Topics include introduction to global enterprises, international financial management, global manufacturing management and control, international human resource management, and global marketing management.

**Language(s) of Instruction**

English

**Host Institution Course Number**

MGNT3580

**Host Institution Course Title**

GLOBAL ENTERPRISE MANAGEMENT

**Host Institution Course Details****Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Management

**Course Last Reviewed**

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