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

Print