

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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