

COURSE DETAIL

INTERNATIONAL BUSINESS AND MANAGEMENT

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

116

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL BUSINESS AND MANAGEMENT

UCEAP Transcript Title

INTL BUS & MGMT

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The mission of this course is to get students ready for the growing complexity of the international business and to equip them with a toolkit for decision making in the modern global context. The main learning goal of this course is to formulate or contribute to the formulation of international strategy for any kind of business. This course covers topics including globalization trends and internationalization goals; differences among markets and adaptation decisions; internationalization strategy definitions; foreign markets selection; entry modes to foreign markets and cross-border alliances; and implementation of internationalization strategy. Prerequisites: prior background knowledge of key terminology and theoretical frameworks of general management and business administration.

Language(s) of Instruction

English

Host Institution Course Number

30215

Host Institution Course Title

INTERNATIONAL BUSINESS AND MANAGEMENT

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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