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 Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30215&anno=2024&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

2023-2024

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