

COURSE DETAIL

INTERNATIONAL BUSINESS MANAGEMENT

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

142

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL BUSINESS MANAGEMENT

UCEAP Transcript Title

INTL BUS MGNT

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course provides an international perspective on business management. Through lectures, case analyses, class discussions, and group projects and presentations, the course covers the evolution and latest developments of economic globalization; basic knowledge and principles in international business; general rules and principles in international business and strategies to deal with environmental challenges of international business; the motivations, basic methods, entry decisions for international operation, as well as strategy and organization of multinational companies; establishment and management of international strategic alliances; and global human resource management. In addition, this course also incorporates analyses of the development history of multinational companies in China as well as the challenges faced by Chinese companies in their international development.

This course covers the background and latest developments of international business, the international business environment (political and legal environment, economic environment, cultural environment, etc.) analysis, important theories of international business, the choice and entry mode of international market, the strategic choice and organization management of transnational operation, international strategic alliance and strategic cooperation management, the development of multinational companies in China and the survival strategies of local companies, and the internationalization of Chinese companies.

Language(s) of Instruction

English

Host Institution Course Number

MANA130042

Host Institution Course Title

INTERNATIONAL BUSINESS MANAGEMENT

Host Institution Campus

Host Institution Faculty
Host Institution Degree
Host Institution Department

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