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; t he motivations, basic methods, entry decisions for international operation, as well as strategy and organization of multinational companies; e stablishment and management of international strategic alliances; and g lobal 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,BA30018

Host Institution Course Title
INTERNATIONAL BUSINESS MANAGEMENT

Host Institution Course Details

Host Institution Campus
Host Institution Faculty
Host Institution Degree
Host Institution Department
Course Last Reviewed 2025-2026

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