COURSE DETAIL

ESCI: INTERNATIONAL EXPANSION
Country Spain
Host Institution Pompeu Fabra University
Program(s) International Business Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 178
UCEAP Course Suffix
UCEAP Official Title ESCI: INTERNATIONAL EXPANSION
UCEAP Transcript Title ESCI:INTL EXPANSION
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description
This course focuses on various entry strategies of multinationals, as well as small, and medium-sized companies, into international markets. It examines the challenges, opportunities, and risks that managers face in difficult environments and the steps companies take to establish a successful and sustainable presence abroad. Other topics include: export diagnosis preparation, low-cost market entry modes, exporting through intermediaries, foreign investment, and countertrade.

Language(s) of Instruction
English

Host Institution Course Number
44203 / 51281

Host Institution Course Title
INTERNATIONAL EXPANSION

Host Institution Course Details

Host Institution Campus
Pompeu Fabra University

Host Institution Faculty

Host Institution Degree

Host Institution Department
ESCI International Business (Escola Superior de Comerç Internacional)

Course Last Reviewed

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