

## 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**

ESCI: INTERNATIONAL EXPANSION

**Host Institution Campus**

Pompeu Fabra University

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

ESCI International Business (Escola Superior de Comerç Internacional)

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