

COURSE DETAIL

ESCI: INTERNATIONAL MANAGEMENT

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

174

UCEAP Course Suffix**UCEAP Official Title**

ESCI: INTERNATIONAL MANAGEMENT

UCEAP Transcript Title

ESCI:INTL MANAGEMNT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course offers a study of corporate strategy for international expansion and competition with international rivals in home markets. It analyzes the major legal, political, economic, and cultural facets of the international management environment and how those various criteria influence organizational practices. The course also discusses international management operations and covers an array of organizational issues such as human resource staffing and motivating a multi-cultural workforce, global marketing, design of global products and services, global R&D, and accountability. Prior course work in business organization is advised.

Language(s) of Instruction

English

Host Institution Course Number

80224 / 51634 / 5170

Host Institution Course Title

ESCI: INTERNATIONAL MANAGEMENT

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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