COURSE DETAIL

INTERNATIONAL BUSINESS

Country
United Kingdom - England

Host Institution
University of London, Queen Mary

Program(s)
Summer at Queen Mary

UCEAP Course Level
Upper Division

UCEAP Subject Area(s)
Economics Business Administration

UCEAP Course Number
158

UCEAP Course Suffix
S

UCEAP Official Title
INTERNATIONAL BUSINESS

UCEAP Transcript Title
INTERNATL BUSINESS

UCEAP Quarter Units
6.00

UCEAP Semester Units

4.00

Course Description
This course offers a broad overview of the process of economic "globalization" and changes in international business over time. The focus is on the multinational firm set in the context of trends in the world economy. It provides a critical, strategic, and comparative perspective on the nature and scope of international business, its origins, development, and theories. Students examine these issues through case studies.

Language(s) of Instruction
English

Host Institution Course Number

Host Institution Course Title
INTERNATIONAL BUSINESS

Host Institution Course Details

Host Institution Campus
Queen Mary University of London

Host Institution Faculty

Host Institution Degree

Host Institution Department
Economics, Business and Management

Course Last Reviewed

Print