

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 Campus

Queen Mary University of London

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

Economics, Business and Management

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