COURSE DETAIL

INTERNATIONAL BUSINESS
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 133
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL BUSINESS
UCEAP Transcript Title INTERNATINL BUSINES
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course improves students' understanding of the complexities presented by managing businesses in an international environment. It begins with a historical background of globalization and the development of institutions to support international transactions. Potential similarities and differences between countries in economic development, political and legal systems, culture, government policies on trade, and in accepting foreign investments are discussed. Differences in national monetary systems and capital markets are considered with reference to globalization and the integration of world markets. The second part of this course reviews the role of location, the strategy and organization of multinational corporations (MNCs), cross-border alliances and international mergers and acquisitions, and the formation of international knowledge networks for technology creation. The course concludes with ethical issues faced by international businesses. The course uses Hill's 14th edition of ISE International Business: Competing in the Global Marketplace. Students also need to register on the Harvard website (www.hbr.org) and purchase assigned cases using a link included in the course manual.

Language(s) of Instruction
English

Host Institution Course Number
EBC2027

Host Institution Course Title
INTERNATIONAL BUSINESS

Host Institution Course Details
http://code.unimaas.nl/Code/Display?intCalendarID=24&intBAMA=3&SearchString=EBC...

Host Institution Campus
Maastricht University

Host Institution Faculty

School of Business & Economics

Host Institution Degree

Host Institution Department

Course Last Reviewed
2023-2024

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