COURSE DETAIL

GLOBAL ENTERPRISE MANAGEMENT
Country Hong Kong
Host Institution Chinese University of Hong Kong
Program(s) Hong Kong Summer, CUHK
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 158
UCEAP Course Suffix S
UCEAP Official Title GLOBAL ENTERPRISE MANAGEMENT
UCEAP Transcript Title GLOB ENTERPRISE MGM
UCEAP Quarter Units 4.50
UCEAP Semester Units

3.00

Course Description

One of the important trends of modern business is globalization. Organizations, particularly multinational corporations, are continuously expanding across national borders. This course focuses on multinational corporations as a context in which issues in managing the globalization of an organization are examined. It covers both the macro and the micro aspect of global business management. The macro aspect involves the considerations of the various contexts of the host nation, including the legal, economic and cultural. The micro aspect involves the internal operating environment of the organization, including organizational culture and structure, staffing and training needs, and dealing with business partners across national borders. Regional examples are emphasized.

Language(s) of Instruction
English

Host Institution Course Number
MGNT3580

Host Institution Course Title
GLOBAL ENTERPRISE MANAGEMENT

Host Institution Course Details

Host Institution Campus
International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business and Management

Course Last Reviewed

2024-2025

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