

## 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 Campus**

International Summer School

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business and Management

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