COURSE DETAIL

BUSINESS STRATEGY IN INTERNATIONAL AND EMERGING MARKETS
Country United Kingdom - England
Host Institution London School of Economics
Program(s) Summer at London School of Economics
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 139
UCEAP Course Suffix S
UCEAP Official Title BUSINESS STRATEGY IN INTERNATIONAL AND EMERGING MARKETS
UCEAP Transcript Title BUS STRATEGY&MARKET
UCEAP Quarter Units 5.50
UCEAP Semester Units

3.70

Course Description

This course is an introduction to strategic management of global firms. It studies the patterns of business globalization and analyzes successful strategies of firms facing the challenges imposed by the international integration of markets and production processes. Topics include the changing structure of industries and the response of companies, both those based in the advanced industrial countries and those based in emerging markets, to increasing international competition and opportunities opened by international integration in terms of markets and efficiency gains. The content of the course reflects the increasing role played by emerging economies in international markets.

Language(s) of Instruction
English

Host Institution Course Number
MG206

Host Institution Course Title
BUSINESS STRATEGY IN INTERNATIONAL AND EMERGING MARKETS

Host Institution Course Details
https://www.lse.ac.uk/study-at-lse/summer-schools/summer-school/courses/busines...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

2024-2025

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