

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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