

# 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 Campus**

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Management

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