COURSE DETAIL

GLOBAL MARKET MANAGEMENT
Country Taiwan
Host Institution National Taiwan University
Program(s) National Taiwan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 175
UCEAP Course Suffix
UCEAP Official Title GLOBAL MARKET MANAGEMENT
UCEAP Transcript Title GLOBAL MARKET MGMT
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

Business today is by all measures - global. No business or industry of any size is immune from the global environment. Understanding the global economy, therefore, is important for all people engaged in business regardless of the size or type of business. This course consists of the basic areas of global market management. The course explores the interrelation of government and business across borders and the economic dynamics between countries and regions, including a general overview of global business environment, foreign direct investment, and entry strategies. The class also discusses the management of global market and reviews several case studies that epitomize the issues involved in today's global world. This is an introductory course about global market management and, therefore, a significant portion of the class will be taught through lectures, but also includes guest speakers, video clips, class discussion and readings on current issues.

Language(s) of Instruction
English

Host Institution Course Number
MBA5075

Host Institution Course Title
GLOBAL MARKET MANAGEMENT

Host Institution Course Details
https://nol2.aca.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=741%20U3...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

Course Last Reviewed
2022-2023

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