

COURSE DETAIL

INTERNATIONAL BUSINESS STRATEGY

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

157

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL BUSINESS STRATEGY

UCEAP Transcript Title

INTL BUS STRATEGY

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course focuses on the key issues on formation, decision-making, communication and negotiation, and implementation of international business strategy (IBS). The course discusses core theories, best business practices, visionary thinking, seamless implementation, and policy implications. In global business environment under strategic uncertainty, flexibility and speed are key to competitive supremacy. The course presents the relevant models and approaches for seeking untapped opportunities, for strengthening economic performance and social legitimacy, for upgrading technical and structural innovation, and for responding to dynamic changes in frontier-, or emerging-, or maturing-economies. This case-based teaching strategy aims at shedding light on the critical issues on why and how a firm goes global and competes in the global marketplace, responds to Covid-19 Pandemic & de-globalization; an industry profits from disruptive innovation & global entrepreneurial opportunities, and a nation makes policy changes toward smart cities/nations, clean energy, among others.

Language(s) of Instruction

English

Host Institution Course Number

IB5059,IB3008

Host Institution Course Title

INTERNATIONAL BUSINESS STRATEGY

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

International Business

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