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 Course Details
https://nol2.aca.ntu.edu.tw/nol/coursesearch/print_table.php?course_id=704%2041...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Business

Course Last Reviewed
2022-2023

Print