COURSE DETAIL

INTRODUCTION TO GLOBAL STRATEGIC MANAGEMENT
Country Brazil
Host Institution Pontifical Catholic University of Rio de Janeiro
Program(s) Pontifical Catholic University of Rio de Janeiro
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 176
UCEAP Course Suffix E
UCEAP Official Title INTRODUCTION TO GLOBAL STRATEGIC MANAGEMENT
UCEAP Transcript Title INTRO GLOBAL MGMT
UCEAP Quarter Units 6.00
UCEAP Semester Units

4.00

Course Description
This course offers a study of the basic concepts and tools for strategic management from a global perspective. Topics include: assessment of strategic fit considering global opportunities and challenges; shift in paradigm of multinational strategies from national differentiation to globalization; international alliances-- focus on joint ventures; cultural challenges; balanced scorecards for firms with global strategies.

Language(s) of Instruction
English

Host Institution Course Number
ADM 9976

Host Institution Course Title
INTRODUCTION TO STRATEGY IN A GLOBALIZED WORLD

Host Institution Course Details

Host Institution Campus
PUC-Rio

Host Institution Faculty

Host Institution Degree

Host Institution Department
Departamento de Administração

Course Last Reviewed

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