

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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