

# 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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