

# COURSE DETAIL

## INTRODUCTION TO INTERNATIONAL BUSINESS

**Country**

Hong Kong

**Host Institution**

Chinese University of Hong Kong

**Program(s)**

Hong Kong Summer, CUHK

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

102

**UCEAP Course Suffix**

S

**UCEAP Official Title**

INTRODUCTION TO INTERNATIONAL BUSINESS

**UCEAP Transcript Title**

INTRO INTL BUSINESS

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

### **Course Description**

This course provides a study of the nature, form, and scope of international business including key concepts and theories. It examines management strategies concerning production, marketing, human resource, and finance in an international context. Other topics include foreign environment and major international business activities, such as exporting, direct investment, licensing, and other contractual arrangements. The course involves hands-on practice with a number of critical skills such as case analysis, class experiential exercises, optional field trip to China, and professional business and dining etiquette workshop.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

MGNT2510

### **Host Institution Course Title**

INTRODUCTION TO INTERNATIONAL BUSINESS

### **Host Institution Course Details**

### **Host Institution Campus**

International Summer School

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business and Management

### **Course Last Reviewed**

2024-2025

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