

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

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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 Campus

International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Management

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