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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