

COURSE DETAIL

INTERNATIONAL BUSINESS MANAGEMENT

Country

Korea, South

Host Institution

Seoul National University

Program(s)

Seoul National University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

130

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL BUSINESS MANAGEMENT

UCEAP Transcript Title

INTL BUSINESS MGMT

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course provides a study of corporate strategies in global industries. In the first part, it provides basic concepts and knowledge about the internationalization of corporations and the international business environment. Next, it gives students opportunities to analyze the mode of entry into foreign markets and the stages of globalization. It examines the relationship between industry environment and globalization. In the last part, it deals with issues about functional decision-making in global industries.

Language(s) of Instruction

Korean

Host Institution Course Number

251.322

Host Institution Course Title

INTERNATIONAL BUSINESS MANAGEMENT

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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