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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2022-2023

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