

# COURSE DETAIL

## INTERNATIONAL BUSINESS STRATEGY

**Country**

Australia

**Host Institution**

University of Sydney

**Program(s)**

University of Sydney

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

International Studies Business Administration

**UCEAP Course Number**

117

**UCEAP Course Suffix****UCEAP Official Title**

INTERNATIONAL BUSINESS STRATEGY

**UCEAP Transcript Title**

INTL BUS STRATEGY

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

## **Course Description**

This course examines how multinational enterprises strategize and operate in global competition. Major topics include the International Business Environment (e.g., the differences in economic, political, legal, and cultural environments); International Business Strategy (e.g., international expansion strategy, entry mode choices, cross-border strategic alliances, and mergers & acquisitions); and International Business Management (e.g., design, structure and control of international operations; and foreign subsidiary management). The emphasis of the course is on the application of contextual knowledge about international business and strategic management theories as tailored to the Asia Pacific, to analyze and make decisions faced by companies operating in the Asia Pacific region.

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

English

## **Host Institution Course Number**

IBUS2101

## **Host Institution Course Title**

INTERNATIONAL BUSINESS STRATEGY

## **Host Institution Campus**

## **Host Institution Faculty**

## **Host Institution Degree**

## **Host Institution Department**

International Business

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