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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Business

Course Last Reviewed

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