

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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