

COURSE DETAIL

GLOBAL BUSINESS ENVIRONMENT

Country

United Kingdom - England

Host Institution

University of Kent

Program(s)

English Universities, University of Kent

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

103

UCEAP Course Suffix**UCEAP Official Title**

GLOBAL BUSINESS ENVIRONMENT

UCEAP Transcript Title

GLOBAL BUS ENVIRON

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course covers various aspects of the changing international business environment, and their impact upon business operations and strategy. It gives students an appreciation of the business difficulties faced; the variety of factors influencing the choices and compromises that have to be made in international businesses, and the implications of those for the future viability and effectiveness of the organizations concerned.

Language(s) of Instruction

English

Host Institution Course Number

BUSN3430

Host Institution Course Title

GLOBAL BUSINESS ENVIRONMENT

Host Institution Campus

University of Kent

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

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