COURSE DETAIL

INTERNATIONAL MANAGEMENT
Country Hong Kong
Host Institution Hong Kong University of Science and Technology (HKUST)
Program(s) Hong Kong University of Science and Technology
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 125
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL MANAGEMENT
UCEAP Transcript Title INTERNATIONAL MGMT
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course surveys the field of international business from a managerial perspective. The course briefly examines the context and environment of international business and explores the management of an international business, considering issues on both a micro- and macro-level. It also examines general issues affecting international management such as ethics, social responsibility, and women in international firms. Topics include international management in North America, China, and other countries; culture and culture gaps in international management; competitive strategies, company-situation analysis; global markets; entry market modes; international strategic alliance; multinational e-commerce; international human resource management; motivation and leadership theories; and current issues in international management. Text: Cullen and Parboteeah, MULTINATIONAL MANAGEMENT. Assessment: attendance (5%), project (13%), project presentation (10%), quizzes (27%), midterm exam (20%), final exam (25%).

Language(s) of Instruction
English

Host Institution Course Number
MGMT4230

Host Institution Course Title
INTERNATIONAL MANAGEMENT

Host Institution Course Details

Host Institution Campus
HKUST, Business

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed

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