

## 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 Campus

HKUST, Business

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Management

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