

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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