

COURSE DETAIL

GLOBAL BUSINESS ENVIRONMENT

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

161

UCEAP Course Suffix**UCEAP Official Title**

GLOBAL BUSINESS ENVIRONMENT

UCEAP Transcript Title

GLOBAL BUSINESS ENV

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course introduces students to the contemporary global business environment from different theoretical perspectives while drawing on relevant empirical evidence. It highlights the role of multinational firms, institutions and political economic systems, technological changes, and geography in shaping the global business environment. The focus is on the actors and the complex set of interactions, embedded in different institutional frameworks, and grounded in different geographies, that shape the global business environments. This course examines the major global trends and issues facing business in the 21st century.

Language(s) of Instruction

English

Host Institution Course Number

BIZ4131

Host Institution Course Title

GLOBAL BUSINESS ENVIRONMENT

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

Course Last Reviewed

2022-2023

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