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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