

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Business Administration

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