

COURSE DETAIL

INTERNATIONAL STRATEGY

Country

United Kingdom - England

Host Institution

University College London

Program(s)

University College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

167

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL STRATEGY

UCEAP Transcript Title

INTERNATNL STRATEGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

How do firms develop and conduct their strategy when operating across national borders? This course is designed to expose students to fundamental and advanced issues in international strategy enabling them to analyze opportunities and challenges from the point of view of business analysts and practicing general managers.

Language(s) of Instruction

English

Host Institution Course Number

MSIN0055

Host Institution Course Title

INTERNATIONAL STRATEGY

Host Institution Campus

University College London

Host Institution Faculty

Host Institution Degree

Host Institution Department

School of Management

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