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 Course Details
https://www.ucl.ac.uk/module-catalogue/modules/international-strategy-MSIN0055

Host Institution Campus
University College London

Host Institution Faculty

Host Institution Degree

Host Institution Department
School of Management

Course Last Reviewed
2022-2023

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