COURSE DETAIL

INTERNATIONAL BUSINESS
Country Singapore
Host Institution Singapore University of Technology and Design
Program(s) Singapore University of Technology and Design
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 105
UCEAP Course Suffix
UCEAP Official Title INTERNATIONAL BUSINESS
UCEAP Transcript Title INTERNATL BUSINESS
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course examines the international environment for business and offers theoretical and practical knowledge in implementing international strategies, marketing for successfully penetrating international markets, managing international firms, and potential risks for operating internationally. The content of this course is divided into four parts. The first part covers the international business environment that firms are currently facing, and the opportunity that a firm can have while it expands internationally. The second part offers a basic but systematic knowledge about different modes of international business operations (e.g. export, international marketing, license trade, strategic alliance, direct investment), and the advantages and disadvantages of each mode. The third part focuses on the management of major functions of business operation in an international context, such as how to design an organizational structure for international business; how to manage global production, logistics, and supply chain; and how to manage corporate finance, and international human resources. The last part is dedicated to the influential factors of international business operations: politics and culture, two major factors that impact on and bring potential risks to international business operation.

Language(s) of Instruction
English

Host Institution Course Number
02.168

Host Institution Course Title
INTERNATIONAL BUSINESS

Host Institution Course Details
https://hass.sutd.edu.sg/hass-courses/course-level/undergraduate/01-521-interna...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Humanities, Arts, and Social Sciences

Course Last Reviewed
2023-2024

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