COURSE DETAIL

GLOBAL BUSINESS ETHICS
Country Korea, South
Host Institution Korea University
Program(s) Korea University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 106
UCEAP Course Suffix
UCEAP Official Title GLOBAL BUSINESS ETHICS
UCEAP Transcript Title GLOBAL BUS ETHICS
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

The world has evolved into a “new normal” after COVID-19. In this rapidly changing environment, how do multinationals deal with the changes and how are they being sustainable?

This course provides a tool to evaluate the core values of international business activities based on the various dimensions of factors, thereby fostering individual perspectives to analyze the implications of corporate internationalization activities in this changing environment. Further, the course explores the significance of sustainable management and discusses how firms should pursue sustainability in line with environmental changes.

The first half of the course discusses theory and concepts related to international business, providing analytical background to enhance the understanding of the global business environment. The topics cover the external environment, including national differences, the global financial market, and governmental policy. This approach enables one to understand why multinational firms operate “differently” in the globally integrated world economy.

The second half of the course studies the strategies of multinationals. Building upon the conceptual knowledge of the external environment, the course specifically focuses on how global firms plan and implement their firm-level and function-level international business strategy.

Language(s) of Instruction
English

Host Institution Course Number
DISS232

Host Institution Course Title
GLOBAL BUSINESS ETHICS

Host Institution Course Details
https://infodepot.korea.ac.kr/lecture1/lecsubjectPlanView.jsp?year=2023&term=2R...

Host Institution Campus
Host Institution Faculty
Host Institution Degree
Host Institution Department Global Korean Studies Interdisciplinary Major
Course Last Reviewed 2023-2024

Print