

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Global Korean Studies Interdisciplinary Major

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