

# COURSE DETAIL

## INTERNATIONAL BUSINESS

**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**

102

**UCEAP Course Suffix****UCEAP Official Title**

INTERNATIONAL BUSINESS

**UCEAP Transcript Title**

INTL BUSINESS

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course introduces concepts and theories related to the international business environment and constructs strategies to compete with others and to work with people from different backgrounds. The course reviews renowned analysis tools developed to help managerial decisions for multinational firms.

To improve understanding of the theories, concepts, and analysis tools, the course features real world case studies (mostly Harvard Business cases) and team discussions.

## Language(s) of Instruction

English

## Host Institution Course Number

BUSS313

## Host Institution Course Title

INTERNATIONAL BUSINESS

## 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

Business Administration

## Course Last Reviewed

2023-2024

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