

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business Administration

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