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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