

# COURSE DETAIL

## INTERNATIONAL BUSINESS AND FINANCIAL MARKETING MANAGEMENT

**Country**

Spain

**Host Institution**

University of Barcelona

**Program(s)**

UB Barcelona Summer

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Economics Business Administration

**UCEAP Course Number**

126

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

INTERNATIONAL BUSINESS AND FINANCIAL MARKETING MANAGEMENT

**UCEAP Transcript Title**

INTL BUS&MKT MGMT

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

## **Course Description**

This course offers an introduction to various international business disciplines including international management, international finance, international marketing, international accounting, international business operations, and international business law. It examines the vision and tools required to effectively manage the challenges that globalization, changing world markets, and cultural differences demand. This course discusses industries, competitors, regions, and markets from the perspective of practicing managers and the reasons behind global differences. Finally, it offers an overview of the different areas of international business and their contributions to the foundation of global business and management.

## **Language(s) of Instruction**

English

## **Host Institution Course Number**

290581

## **Host Institution Course Title**

INTERNATIONAL BUSINESS AND FINANCIAL MARKETING MANAGEMENT

## **Host Institution Course Details**

[https://www.eh.ub.edu/repositori/programas/giga/290581\\_es.pdf?\\_gl=1%2A11lfyvr%2...](https://www.eh.ub.edu/repositori/programas/giga/290581_es.pdf?_gl=1%2A11lfyvr%2...)

## **Host Institution Campus**

Campus Plaça Universitat

## **Host Institution Faculty**

Facultad de Filología y Comunicación

## **Host Institution Degree**

## **Host Institution Department**

Estudios Hispánicos

**Course Last Reviewed**

2024-2025

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