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*11lfyvr*_up...

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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