

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

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 Campus

Campus Plaça Universitat

Host Institution Faculty

Facultad de Filología y Comunicación

Host Institution Degree**Host Institution Department**

Estudios Hispánicos

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