

# COURSE DETAIL

## INTERNATIONAL BUSINESS ENVIRONMENT

**Country**

United Kingdom - England

**Host Institution**

University of Sussex

**Program(s)**

University of Sussex

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

151

**UCEAP Course Suffix**

N

**UCEAP Official Title**

INTERNATIONAL BUSINESS ENVIRONMENT

**UCEAP Transcript Title**

INTL BUSINESS ENVIR

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

This course examines the nature of the operating environment for international business today. Students review the scale, scope, and trends in international business activity and evaluate the various methods that firms can use to assess, enter, and develop non-domestic markets. Students consider the relevance of factors such as culture, psychic distance, host and home country perspectives, and "green" issues on the organization and management of international business. Emphasis is placed on the business environment in key regions of the world, notably the European Union, North America, East and SE Asia and the transition economies of East and Central Europe. Finally, students examine the impact of the evolving world economy, regional integration and globalization on today's international firm.

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

English

### **Host Institution Course Number**

N1082

### **Host Institution Course Title**

INTERNATIONAL BUSINESS ENVIRONMENT

### **Host Institution Campus**

University of Sussex

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Business

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