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 Course Details
https://www.sussex.ac.uk/study/modules/undergraduate/2023/N1082-international-b...

Host Institution Campus
University of Sussex

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed
2023-2024

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