COURSE DETAIL

UNDERSTANDING GLOBAL BUSINESS
Country Korea, South
Host Institution Korea University
Program(s) Korea University
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 85
UCEAP Course Suffix
UCEAP Official Title UNDERSTANDING GLOBAL BUSINESS
UCEAP Transcript Title UNDSTNG GLOBL BUSIN
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course introduces the basic mechanisms of global management and basic concepts of international management.

Topics include globalization; national differences in political, economic, and legal systems; differences in culture; the competitive environment; foreign direct investment; developed vs. developing markets; exporting, importing, and countertrade; global production and supply chain management; and global marketing and business analytics.

Language(s) of Instruction
English

Host Institution Course Number
DISS230

Host Institution Course Title
UNDERSTANDING GLOBAL BUSINESS

Host Institution Course Details
https://infodepot.korea.ac.kr/lecture1/lecsubjectPlanViewNew.jsp?year=2024&term…

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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