

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

[Print](#)