

# 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**

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**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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

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