

## COURSE DETAIL

### INTERNATIONAL BUSINESS: GLOBALIZATION AND TRADE 2A

**Country**

United Kingdom - Scotland

**Host Institution**

University of Edinburgh

**Program(s)**

University of Edinburgh

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

128

**UCEAP Course Suffix****UCEAP Official Title**

INTERNATIONAL BUSINESS: GLOBALIZATION AND TRADE 2A

**UCEAP Transcript Title**

GLOBALIZTN&TRADE 2A

**UCEAP Quarter Units**

8.00

**UCEAP Semester Units**

5.30

## Course Description

The course examines different types of foreign market entry strategy; the world trade regime and the various elements that comprise this environment e.g. EU/ NAFTA; and issues in international finance, management, production, and labor. The course is devoted to an analysis of the global business environment, concentrating on the world trading system including the important role played by the international financial institutions. The course, focusing more on macro-economic business patterns, processes and institutions, provides the basis for the International Business and the Multinational Enterprise course which looks more at the micro-level and the individual firm in a global business environment.

## Language(s) of Instruction

English

## Host Institution Course Number

BUST08008

## Host Institution Course Title

INTERNATIONAL BUSINESS: GLOBALIZATION AND TRADE 2A

## Host Institution Campus

Edinburgh

## Host Institution Faculty

## Host Institution Degree

## Host Institution Department

Business Studies

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