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: GLOBALISATION AND TRADE 2A

Host Institution Course Details
http://www.drps.ed.ac.uk/24-25/dpt/cxbust08008.htm

Host Institution Campus
Edinburgh

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Studies

Course Last Reviewed
2024-2025

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