

# COURSE DETAIL

## GLOBAL ENVIRONMENT OF INTERNATIONAL BUSINESS

**Country**

Thailand

**Host Institution**

Thammasat University

**Program(s)**

Thammasat University

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

134

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

GLOBAL ENVIRONMENT OF INTERNATIONAL BUSINESS

**UCEAP Transcript Title**

INTL BUSINESS ENV

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

3.30

**Course Description**

This course examines the global environments of international business, with specific focus on social, cultural, and political environments. It explores key theories in international business and the role and impact of multinational enterprises. Topics include the globalization process, regional economic cooperation, and the evolution of international business, international trade, and foreign direct investment.

**Language(s) of Instruction**

English

**Host Institution Course Number**

IB 311,IB 211

**Host Institution Course Title**

GLOBAL ENVIRONMENT OF INTERNATIONAL BUSINESS

**Host Institution Campus****Host Institution Faculty****Host Institution Degree****Host Institution Department**

Business Administration

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