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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Business Administration

Course Last Reviewed
2024-2025

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