

COURSE DETAIL

INTERNATIONAL BUSINESS MANAGEMENT

Country

Spain

Host Institution

Complutense University of Madrid

Program(s)

Complutense University of Madrid

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

132

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL BUSINESS MANAGEMENT

UCEAP Transcript Title

INTL BUS MGMT

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

Topics in this international business management course include: principles of international business; the process of internationalization of the company; international strategies; entry modes for international markets; implementing the internationalization of the company; internationalization of Spanish companies. Pre-requisites: minimum knowledge of strategic management and international markets.

Language(s) of Instruction

Host Institution Course Number

802304

Host Institution Course Title

INTERNATIONAL BUSINESS MANAGEMENT

Host Institution Campus

SOMOSAGUAS

Host Institution Faculty

Facultad de Ciencias Económicas y Empresariales.

Host Institution Degree

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

Host Institution Department

Departamento de Organización de Empresas

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