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
DIRECCIÓN INTERNACIONAL DE LA EMPRESA

Host Institution Course Details
https://politicasysociologia.ucm.es/estudios/2023-24/grado-ade-plan-802304

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

Course Last Reviewed
2024-2025

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