

COURSE DETAIL

INTERNATIONAL BUSINESS

Country

United Kingdom - England

Host Institution

University of Manchester

Program(s)

University of Manchester

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

155

UCEAP Course Suffix

N

UCEAP Official Title

INTERNATIONAL BUSINESS

UCEAP Transcript Title

INTERNATNL BUSINESS

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

The course provides a fundamental understanding of the environment in which international business operates and of the business practices required to compete successfully in global markets. This course gives an overview of challenges and opportunities of competing in the global marketplace. It helps students develop the decision-making skills associated with managing different aspects of international business. Furthermore, the course exposes students to the cultural, economic, political environment of international business and internationalist strategies, and the management of international business.

Language(s) of Instruction

English

Host Institution Course Number

MATS22302

Host Institution Course Title

INTERNATIONAL BUSINESS

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

MATERIALS SCIENCE

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