

COURSE DETAIL

INTERNATIONAL BUSINESS

Country

United Kingdom - England

Host Institution

University of London, Royal Holloway

Program(s)

University of London, Royal Holloway

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

International Studies Business Administration

UCEAP Course Number

168

UCEAP Course Suffix

N

UCEAP Official Title

INTERNATIONAL BUSINESS

UCEAP Transcript Title

INTERNATNL BUSINESS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

In this course, students learn about the management of international enterprises and which cross-border challenges that need to be taken into account when firms consider internationalizing. The course also covers the impact of different formal economic, political, and legal institutions, as well as more informal institutions, such as culture, religion, and language that must all be considered by an internationalizing enterprise. The course also identifies the implications concerning business ethics and sustainability.

Language(s) of Instruction

English

Host Institution Course Number

MN1205V

Host Institution Course Title

INTERNATIONAL BUSINESS

Host Institution Course Details

<https://www.royalholloway.ac.uk/studying-here/undergraduate/business-school/man...>

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business and Management

Course Last Reviewed

2025-2026

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