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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