

COURSE DETAIL

INTERNATIONAL BUSINESS

Country

Mexico

Host Institution**Program(s)**

Tec de Monterrey-Mexico City,Tec de Monterrey

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

117

UCEAP Course Suffix**UCEAP Official Title**

INTERNATIONAL BUSINESS

UCEAP Transcript Title

INTERNATIONAL BUS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides an opportunity for students to generate a strategic international market entry plan, considering the company's characteristics and market conditions. Prior knowledge is required of international market and country risk assessment.

The course covers international expansion strategies; the international business ecosystem, and systems thinking for business.

Language(s) of Instruction

English

Host Institution Course Number

NI2001B

Host Institution Course Title

PANORAMA INTERNACIONAL DE LOS NEGOCIOS

Host Institution Course Details

<https://pi-21.tecmtty.com/detalle/1297>

Host Institution Campus

TEC DE MONTERREY MEXICO CITY

Host Institution Faculty

BUSINESS

Host Institution Degree

Host Institution Department

INTERNATIONAL BUSINESS AND LOGISTICS

Course Last Reviewed

2025-2026

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