

BUSA 396. MANAGING INTERNATIONALLY IN QUEBEC.

Credits: 3

Offered by: Management (Desautels Faculty Management)

This course is not offered this catalogue year.

Description

Review of Quebec companies with an international presence and/or that are looking to expand internationally, international organizations expanding into Quebec, as well as Quebec companies that focus primarily on the local market. The government perspective: tools and levers that the government used to promote trade and investment; the organization perspective: start-ups, small- and medium-sized businesses, as well as large multinationals.

- Corequisite(s): MGCR 382

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