

CPL2 554. INTERNATIONAL BUSINESS POLICY.

Credits: 3

Offered by: Management & Entrepreneurship (School of Continuing Studies)

This course is not offered this catalogue year.

Description

Development and application of conceptual approaches to general management policy and strategy formulation in multinational enterprises. Alternative forms of international business involvement; location strategy; technology transfer; ownership strategy; planning for international divestment. Emphasis on developing practical skills, using case studies and simulated negotiating exercises.

- Prerequisite: CPL2 524

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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