Bus 667: Global Business Strategy

School of Business Administration

The course is designed to examine the relationship between a business organization and the environment as it evolves into the global marketplace. The functional areas of the business will be analyzed to determine the necessary adaptations to each of these activities to be competitive in foreign markets.

3 Credits

Instruction Type(s)

- Seminar: Seminar for Bus 667

Subject Areas

- International Business/Trade/Commerce
- Business/Commerce, General

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