

International Management

IV (International Management IV)

Syllabus Number

MAN-318

Elective

2 credit

SETO, Yoshiya

1. Course Description

This course deals with the activities of multinational enterprises ("MNE"), focusing on their practical strategies and operations. It also aims to help students understand the basics of international business. Students are sometimes requested to do presentations in classes regarding the topics in this course.

The topics include

Strategy: Strategic alliances, M&A

Organization: structure, control systems, culture

Global production, outsourcing, logistics, R&D

Global marketing: segmentation, strategies

Global human resource management