

国際経営論特講 II

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 required to do presentations about the topics in the 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

Global financial management