

# International Management II

Syllabus Number

MAN-304

Elective

2 credit

SETO, Yoshiya

## 1. Course Description

This course is the continuation of the course of International Management I. It 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.

The topics include

Entry strategy, Strategic alliances, M&A

Organization: structure, control systems, culture

Business strategy, R&D

Global marketing: segmentation, strategies

Global human resource management