

International Management

IV (International Management IV)

Syllabus Number

MAN-310

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 make presentations in classes regarding the topics in this course.

The topics include

Entry strategy, Strategic alliances, M&A

Business strategy,

Organization: structure, control systems, culture

Global Marketing, Research & Development,

Global human resource management,

Case study