

International Management I

Syllabus Number

MAN-301

Elective

2 credit

SETO, Yoshiya

1. Course Description

This course deals with global environment surrounding multinational enterprises (“MNE”) as well as their operations, their background and history and explores their challenges. It also aims to help students acquire the basics of international business.

The topics include the followings.

Globalization and its recent developments, Environment of global business; Political economy, National Differences in Economic Development and Culture, Global business and Ethics: Corporate Social Responsibilities,

International trade, Foreign Direct Investment

Regional economic integration, Entry strategy, etc.