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In undergraduate business studies and management courses, International Business is typically a Level 2 module Students will probably have completed a Level 1 module on the business environment, and will therefore have some background However, there are two provisos in this regard: (1) Business environment modules vary considerably

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Introduction to Business Management

business enterprises The concept of business management refers to the activities that a manager needs to undertake to operate a business enterprise successfully The module provides students with essential information and skills to understand and engage in management activities and business

International Marketing - Edinburgh Business School

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Business Management 1 (BM101) Business Management (BM)

Business Management 1 is an introductory module The objective of this module is not to develop you into a business management expert, but rather to create an introductory awareness and understanding of the business organisation, with its primary business functions as a pivotal entity within the broader business environment system

International Business The Challenges of Globalization ...

International Business The Challenges of Globalization Eighth Edition Global Edition John J Wild University of Wisconsin, Madison Kenneth L Wild University of London, England PEARSON Boston Columbus Indianapolis New York San Francisco Amsterdam Cape Town Dubai London Madrid Milan Munich Paris Montreal Toronto Delhi

Strategic Management

Business Ethics/Social Responsibility/ Environmental Sustainability 308 Chapter 11 Global/International Issues 328 Part 6 Strategic-Management Case Analysis 346 How to Prepare and Present a Case Analysis 346 Name Index 359 Subject Index 363 vii

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