

BUS-40 — INTRODUCTION TO GLOBAL BUSINESS

About This Course

Transfer: UC, CSU

3.00 units

Prerequisites: None.

Description: A comprehensive overview of business designed to provide both beginners and experienced business people with a perspective of business opportunities and expansions in global markets, foreign investments, trade opportunities, impact of global financial markets, global marketing, and management and operation of multi-national corporations. 54 hours lecture. (Letter grade only)