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UGBA 179 - INTERNATIONAL CONSULTING FOR SMALL AND MEDIUM-SIZED ENTERPRISES (3 UNITS)

(Taken from the UC Berkeley Course Guide (<http://guide.berkeley.edu>))

COURSE OVERVIEW

SUMMARY

By exploring the intersection of global business, entrepreneurship, and consulting, this course provides an understanding of how decision-makers in small and medium sized enterprises (SMEs) can develop the frameworks necessary for making decisions about how to venture across borders in pursuit of economic opportunities in today's hypercompetitive global business environment. In addition to the technical analysis of cases, there is a strong emphasis on how to create a new service company, market and sell to potential clients, manage client relationships, and leverage financial and human resources in a service setting.

PREREQUISITES

None

WORKLOAD

TIME COMMITMENT

3 hours of lecture per week.

