

**UNIVERSIDAD AUTÓNOMA
DE COAHUILA**

The background of the slide is a composite image. At the top, there is a world map with glowing white lines representing global communication or trade networks. Below the map is a city skyline at night, with several skyscrapers illuminated. In the foreground, a group of people are sitting at a long table, viewed from behind, looking out at the city. The entire scene is bathed in a blue light.

INTRODUCTION TO INTERNATIONAL ADMINISTRATION

UNIT I

Introduction Unit I

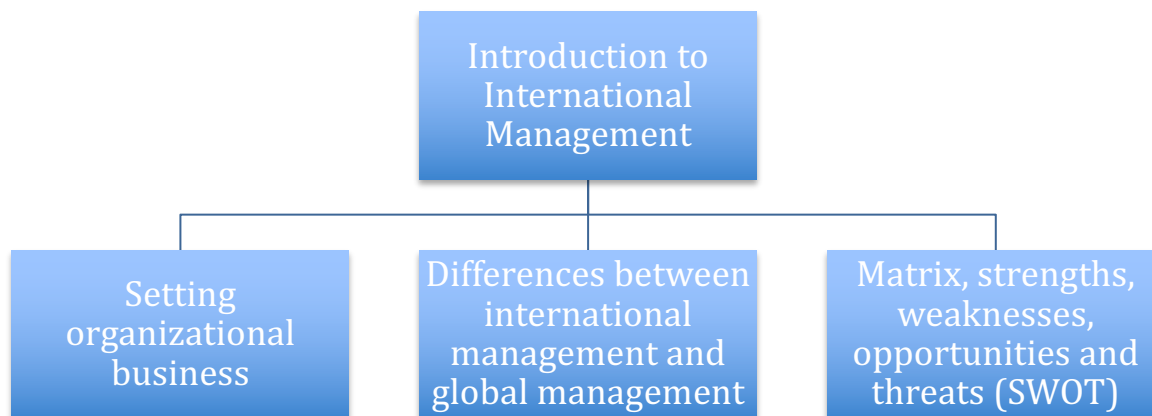
INTRODUCTION UNIT

Develop and implement business strategies in a global context.

PURPOSE OF UNIT

Control and operate businesses and markets in different geographic locations.

CONTENT MAP



Introduction Unit I

UNIT EVALUATION

EVALUATION	GRADES
INTERNATIONAL AND GLOBAL MANAGMENT	10
UNIT EVALUATION	10
TOTAL	20

UNIT ACTIVITIES

TEMA	SUBTEMA	ACTIVIDAD
INTRODUCTION TO INTERNATIONAL MANAGEMENT	<ul style="list-style-type: none">• Setting Organizational Business• Differences between International Management and Global Management	Quiz
	<ul style="list-style-type: none">- Matrix, Strengths, Weaknesses, Opportunities and Threats (SWot)	