

MGMT 6040 International Strategy and Organization | Executive Summary

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| Course: | MGMT 6040 International Strategy and Organization |
| Credits: | 2 credits |
| Prerequisites: | MBA Student |

Description

Globalization and the technological developments of the digital age have created exciting new opportunities for managers who seek growth and profits from leveraging firm resources worldwide. At the same time, managing across cultures and nations in a world where multinationals (and more recently, “off-shoring”) are not always viewed in a positive light, poses its own challenges.

The course “International Strategy and Organization” will focus on the strategic and organizational challenges involved in managing activities across borders, in an increasingly technologically interconnected world. It should be of interest to all students who expect to work in organizations that have operations in or work with partners across national borders. It is part of the consulting portfolio and SMO elective choice set.

Objectives

- To understand the imperatives that drive firms to invest abroad, and the international strategies firms can use as they go overseas.
- To understand how to build global presence, by examining market entry strategies -- how to choose countries, products and modes of entry -- and the strategies of late globalizers.
- To understand the options available to deal with the organizational challenges involved in exploiting the strategic benefits of global presence.
- To understand the role of mindsets and cultures and the challenges related to international careers.

Learning Outcomes

Students to expect to come away with a set of frameworks that will help them

- craft firm strategies to create value from globalization and technology
- manage the organizational tension inherent in coordinating activities worldwide to benefit from scale while encouraging innovation and learning.
- deal with cultural and personal career issues involved in international business