

MGMT 6305 International Environment of Business | Executive Summary

Course: MGMT 6305 International Environment of Business
Credits: 4 credits
Prerequisites: MBA Student

Description

Important economic and political changes around the globe are profoundly influencing firms. Whether it is the enlargement of the European Union, the economic boom in China, or the recent political uprisings in the Middle East, there is never a moment when business can ignore the international environment. In this course you will learn how to analyze the international environment of the firm. The course will provide you with concepts, frameworks, tools, and practical knowledge useful for understanding the managerial challenges associated with internationalization and global competition.

Objectives

This course offers:

1. A broad understanding of the fundamental concepts of international business pertaining to national competitive advantage, cultural contexts, international trade, emerging markets, exchange rates, antitrust and competition policies, and political and financial risk
2. Analytical frameworks for explaining firms' internationalization strategies, global competition, and techniques for comparing and managing different types of country contexts
3. An in depth understanding of international business opportunities and challenges through projects and activities that apply and test these concepts in a real world setting based on direct interaction with actors such internationalizing firms, multinational firm subsidiaries, government agencies, industry associations, non-profit organizations, immigrants, international organizations, and other societal actors involved with different aspects of international business activities.

Learning Outcomes

Students will demonstrate knowledge in the following areas:

- Underlying drivers and trends for internationalization and global competition
- Consequences of internationalization and global competition