COURSE OBJECTIVES.

The main objective is to provide the student with a context in which to think about key aspects of conducting business in a truly global economy.

Topics to be covered fall into four main groups:

1. **Laying Foundations:**
   - Globalizing Business
   - Understanding Formal institutions: Politics, Laws and Economics
   - Emphasizing Formal Institutions: Cultures, Ethics and Norms
   - Leveraging Resources and Capabilities.

2. **Acquiring Tools:**
   - Trading Internationally
   - Investing Abroad Directly
   - Dealing With Foreign Exchange
   - Capitalizing on Global and Regional Integration

3. **Strategizing Around The Globe:**
   - Growing and Internationalizing the Entrepreneurial Firm
   - Entering Foreign Markets
   - Managing Global Competitive Dynamics
   - Making Alliances and Acquisitions Work
   - Strategizing, Structuring and Learning around the World

4. **Building Functional Excellence:**
   - Competing on Marketing and Supply Chain Management
   - Managing Human Resources Globally
   - Financing and Governing the Corporation Globally
   - Managing Corporate Social Responsibility Globally