

International Business

MGMT 0338 001

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TEXTBOOK: Global Business, 3rd Edition
By Mike Peng
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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