

Global Strategic Management

Course Title	Global Strategic Management		
Course Code	MIB408C	Course Type	Management Specialization
Credit	3	Contact Hours	45
Prerequisites	None	Co-Requisites	None
Duration	15 weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	40	1. Learn the fundamental concepts associated with conducting business at the global level. 2. Distinct from a purely 'international' perspective, 'global' resonates with globalization 3. Practice case building for various subject matter areas.
2. Asian Expertise	20	
3. Creative Management Mind	15	
4. Cross Cultural Communication	15	
5. Social Responsibility	10	

Course Description

This course introduces students to the fundamental concepts, analytical tools, and frameworks related to the challenges of globalization and international strategy. Gain insight and perspective about globalization and its consequences for national economies, politics, and international business. Explore and analyze elements of the international political economy that impact international business design and adaptively configure a firm's international strategy in a dynamic global environment.

Learning and Teaching Structure

Students are expected to prepare for the weekly lectures and seminars. Lectures are built around textbook chapters and students should read the chapter prior to attending class to gain as much as possible from the lecture. The lecture is presented for the first hour followed by a short break. The following two hours is dedicated to seminar work. There will be group work preparing answers to assigned questions. On a rotation basis, a presenter will be selected from each group who will stand before the class and deliver the answer to the question. Seminars are an opportunity for students to reinforce learning, delve into specific issues and, importantly, participate. In order for this to work, it is essential that you arrive at class prepared. The course will be conducted using DropBox and Moodle, and all students must familiarize themselves with their usage. There will be no printed notes, and all of the distributed material will be in electronic form.

Assessment	%	Text and Materials
Attendance	20	Title: Global Business, International Edition Edition(s): 3rd Author: Mike Peng Publisher(s): Cengage ISBN-13: 978-1-133-58450-6
Individual Paper & Presentation	25	
Weekly Class Presentation	15	
Midterm Examination	15	
Final Examination	25	

Course content by Week

1	Course outline, Globalizing Business
2	Understanding Politics, Laws, and Economics
3	Emphasizing Cultures, Ethics, and Norms
4	Leveraging Capabilities Abroad
5-6	Trading Across Borders, Investing Abroad Directly
7	Dealing with Foreign Exchange, Midterm Examination
8	Global and Regional Integration
9	Entering Foreign Markets
10	Managing Competitive Dynamics
11	Strategy and Structure
12	Corporate Social Responsibility
13-14	Individual In-class Presentation
15	Final Examination