

International Business in a Globalised World

Paris, 09/10/12/13 July 2012

16 contact hours / 2 ECTS credits

This course provides an introduction to the theory and practice of international business including topics such as globalization, the theory of competitive advantage of nation, international marketing and strategic brand management, the impact of culture.

Course Schedule

Monday, 09 July (9:00 – 10:30, 11:00 – 12:30)

Introduction: Globalization and changes in the world economy

Tuesday, 10 July (9:00 – 10:30, 11:00 – 12:30)

Global strategy and the theory of competitive advantage of nation

Thursday, 12 July (9:00 – 10:30, 11:00 – 12:30)

International Marketing and Branding strategy

Friday, 13 July (9:00 – 10:30, 11:00 – 12:30)

Future challenges and prospects for International Business

Learning Objectives

Upon completion, the students will be able to:

- 1) Understand why so many companies, small and large, want to do business internationally
- 2) Identify the essential elements of the global business environment,
- 3) Understand the basic building blocks of an international business strategy
- 4) Develop skills in prioritization of managerial strategic objectives, case study skills, analysis and presentation experience.

Prerequisites

There is no particular pre course requirement. It is recommended that students have some basic understanding and backgrounds in macro and microeconomic concepts.

Course Design

Lectures and presentations by students with discussion

Course Assessment

Final grade will be assessed based on class presentation (40%) and take home assignment (60%). Class attendance is mandatory.