I. LEARNING OUTCOMES AND GOALS

GOAL A: Describe and characterize the phenomena of globalization from the perspective of geographies, industries, institutions and firms.

Learning Outcome: The student will:
A-1. Be exposed to the phenomena of globalization and what it involves and what it does not
A-2. Understand the changing global economic map in detail.
A-3. Explain the factors that have influenced the most recent wave of globalization: technology, transnational firms, governments and intergovernmental institutions

GOAL B: Understand the role of currency in ensuring the smooth functioning of global markets

Learning Outcome: The student will:
B-1. Understand recent history of currency policy
B-2. Consider the risk represented by currency fluctuations to the transnational firm and understand risk mitigation strategies
B-3. Develop a view on the stability of the current foreign exchange environment and how it may evolve

GOAL C: Gain an understanding on how industries and firms have been shaped by the recent shifts in the global economic environment

Learning Outcome: The student will:
C-1. Develop and apply models that explain the changes in industries with the most recent global shifts (specific attention will be paid to the automobile, semiconductor, financial services and agro-food industries)
C-2. Consider the relationship between TNCs, their local economies and local governments

GOAL D: Gain familiarity with current and past topics of fundamental and applied research in the area of international business and use it to explain success factors for a transnational firm

Learning Outcome: The student will:
D-1: Gain an understanding of seminal works in international business
D-2: Apply models learned in class and from literature to analyze success factors for a transnational firm
II. ATTRIBUTES OR RATIONALE

Prior to the 1990s, it was common that businesses focused on certain geographies for markets or production. Businesses today are more globalized than they ever were. At the same time, managing businesses in today’s globalized environment is more complex today than ever. A global manager today must carefully take into account differences in culture, work ethic, law, education, among other factors in developing strategies to succeed. This course attempts to develop models that would help the business manager in this endeavor. While these models are not solutions to the complex problems, they provide a framework for reducing the complexity and simplify decision making.