I - Course Description and Objectives

This course is designed to help the student to develop skillful and articulate responses to diverse sources of information regarding the global business environment. Equally, the aim is to offer the students a broad view of the various decisions and tasks involved in conducting international business, as well as environmental variables which affect international business operations around the globe.

Thus, the challenge (and the reward) of this course is for the student to fine-tune her/his ears and sharpen her/his vision to recognize and appreciate the multiple relationships among the various forms of information available in the subject area and the various media through which this information is made available to the student.

The course will cover the following topics: Globalization; Global Challenges and Opportunities Facing the U.S. Economy; The Global Economy, Global Trade and Investment; Global Sustainable Strategies; Global Risk Management; Global Innovation and Technology: Trends and Strategies; Negotiating Across Cultures; Global Strategy; Global Marketing, Global Outsourcing and Global Offshoring; and Entry Strategies for Global Markets.

Note: If you are qualified person with disabilities who might need specific accommodations in an academic setting, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs. Frequently, we will need to coordinate accommodating activities with other offices on campus.

II - Course Objectives and Methodology

The primary goal of this course is to introduce the student to and to create a degree of understanding of the world of business in a global setting. Students are expected to attend all classes, be prepared for and participate in class discussions, and carry out all assignments.
This course will combine the following teaching and learning methodologies:

I. Recommended Reading for Weekly Class Discussion


II - Reading List Content

A. – Globalization


B. – Global Risk Management

C. Global Innovation and Competitiveness


D. Global Sustainability


E. Global Trade & Investment


F– The Global Economy: Promises and Challenges

2. PWC Economics (2013). World in 2050. The BRICs and Beyond: Prospects, Challenges and Opportunities. www.pwc.co.uk

G – The Cultural Dimension of Global Business

H – Global Marketing, Global Offshoring and Global Outsourcing


IV - Grading Procedure

Two take – home exams : 50% each of total grade
Due: July 21st
    July 28st

V – Class Schedule