

GINB-590: Global Business Strategy

The fundamentals of strategic decision making in competitive global environments and diverse national economies will be the focus of this course. Through a management consulting engagement, students will learn how to effectively develop, lead, research and analyze a strategic business challenge. This "engagement" is designed to assist a private business enterprise, multilateral organization, or government agency solve a business-related problem. The course familiarizes students with analytical and conceptual problem-solving approaches and techniques and encourages students to think creatively. Finally, the course seeks to expose students to global entrepreneurship through significant case studies, course readings, guest speakers, and other methodologies.

Credits: 3

Program: International Business (GR)