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introduces students to the
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complex and controversial issues from both a broad macro national/international viewpoint, as well as from the perspective of the management of an individual firm.

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Prerequisite: junior standing. Students
may not receive credit for both INTB
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economic, political, legal and social
concepts, institutions, and events that

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affect the conduct of business in a
global operating environment. • alert

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geopolitical and economic relations to
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business. Focus is on evaluating and
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diverse political, economic, and social

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factors regarding the risks they
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develop a proficiency in managing marketing principles and practices in a global business environment. This course examines the nature and the characteristics of international marketing and focuses on the applied micro-environmental aspects of the international marketing elements of

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product, price, distribution, and promotional policies for foreign markets from a conceptual and applications perspective.

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International Business:

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Semester 1 topics provide a comprehensive overview of the background to and development of the Global Business Environment (GBE). Semester 2 topics then build on this to explore some current key trends in the GBE. Semester 1 – Understanding the Global Business

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Interpret and influence complex
international business situations by
applying an advanced understanding

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of economic, political, and social factors that shape the international business environment. Interpret complex numerical and/or non-numerical data by utilising their knowledge of relevant quantitative and qualitative research methodologies in order to address

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Academic staff are experts in their fields and come from all over the world. Our professors make topics immediately relevant by using current business cases from different areas, and though my course took strategic

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management as its focus, it always referred to the broader aspects of international business and the global environment.

International Strategic Management
(MSc) - Postgraduate ...

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