

MGPO 683. INTERNATIONAL BUSINESS POLICY.

Credits: 3

Offered by: Management (Graduate Studies)

This course is not offered this catalogue year.

Description

Development and application of conceptual approaches to general management policy and strategy formulation in multinational enterprises. Alternative forms of international business involvement (licenses, contractual arrangements, turnkey projects, joint ventures, full direct investment); formulation and implementation of international, multinational and transnational competitive strategies; technology transfer; ownership strategy; international collaborative arrangements. A combination of conceptual readings and applied case analyses.

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