

INBU 390: Seminar in International Bus

Examine the major strategic and policy issues facing small and medium sized firms when they decide to enter and operate in the increasingly competitive global environment. Focus on the relationships of the company's external environment and internal resources which result in the development of the company's overall strategy and specific operational policies. Provide an in-depth conceptual framework for analyzing those issues and challenges which must be addressed to optimize the successful operation of these firms.

Credits: 3

Prerequisites/Permissions:

INBU 300 (C), B-School Major/Minor

Program:

International Business