

Global Business and Strategy

The global business and strategy concentration examines how a corporation chooses goals and positions itself in the global business environment to achieve these performance objectives. The focus is on analyzing firms and industries in a continuously changing global context, i.e., across multiple countries, markets, competitors, independent nation-state governments, and multilateral organizations. The courses combine analytical thinking with the consideration of different national and cultural environments to illuminate global strategy, how governments and multilateral organizations set and affect the rules of engagement in global business, and how firms and institutions can develop and change strategy to be successful over time. Students can investigate the diversity and complexity of doing business in different economic and political systems.

The concentration is designed to help students prepare for positions in strategic planning and analysis in multinational companies, consulting firms, and government agencies and multilateral organizations, as well as in global business development in new startups and small enterprises.

Concentration Requirements

Concentration in Global Business and Strategy

Code	Title	Hours
Required Courses		
INTB 1205	The Global Business Environment	4
INTB 2205	Business Decision Making in Developed Country Environments	2
INTB 2206	International Business Decision Making in Emerging Markets	2
INTB 4202	Executing Global Strategy	4
Elective		
Complete one of the following:		4
FINA 4320	International Financial Management	
INTB 3310	Cultural Aspects of International Business	
INTB 3330	Digital Globalization	
INTB 4983	Special Topics in International Business	
MKTG 4512	International Marketing	
SCHM 3301	Global Supply Chain Strategy	
STRT 3301	Multinational Corporations and Global Sustainability: Complexities, Strategies, and Societal Impact	