Organization of the international Firm

Course description and objectives

This course provides you with a foundation in the theory and practice of International Business. It covers core concepts of international business and how these apply to the dynamics and constraints of international business strategy. The course considers the dynamics of economic, political, and socio-cultural aspects of environment and its impact on the International Firm and individuals. The course is designed to help students develop a world-view of the global marketplace, and gain knowledge and understanding of the global environment for business functions.

By the end of this course, students should be able to:

1. Understand the role of globalisation in shaping the business environment, and recognize challenges and opportunities created by the globalisation of business practices.
2. Identify complexities introduced by globalisation and integrate concepts learned in this class with those acquired in other courses.
3. Employ critical thinking by keeping current with global events and discussing their implications.
5. Consider the organisation and structure of the International Firm.
6. Understand different aspects of International Business strategy including global opportunity assessment, entry mode and market selection.

Course material:

Course Textbook:

Additional Readings:

Course evaluation:
- 45% Final exam (open-ended questions – closed book exam)
- 45% Midterm exam (multiple choice test – closed book exam)
- 10% Participation in class discussion