

International Business Strategy

The course is designed to:

- To give an understanding of how the firm develops internationally.
- To introduce key concepts in the area of internationalisation, international business development and international strategy
- To familiarize students with international business strategies of large companies
- To encourage an interest in small and medium sized enterprises and their internationalisation efforts

This will give students an awareness of the strategic processes involved in this development and will:

- Encourage participants to develop an ability to use their understanding of internationalisation to develop strategy for business development in the global environment.
- Give students practical experience of setting strategy through use of lecture material and class discussions. Thus it will enable them to understand the need to work together in a group environment.
- Assist them to develop an understanding of the effects decision-making have on the international development of the firm, especially from the perspective of the smaller company which is pertinent to today's global and technological market place..