COURSE DETAIL

STRATEGIC OPTIONS FOR GLOBAL MARKETS
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Graduate
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 210
UCEAP Course Suffix
UCEAP Official Title STRATEGIC OPTIONS FOR GLOBAL MARKETS
UCEAP Transcript Title STRAT OPTNS GBL MKT
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course develops a comprehensive overview of modern globalization processes, their characteristics, and their implications for corporate performance. The ultimate objective of this course is to provide students with an interpretative framework to analyze how different companies –both transnational and domestic - can approach the risks and opportunities that globalization entails and deal with the strategic tradeoffs they face in a global context. This course is designed to develop an in-depth understanding of modern globalization processes and their implications for corporate strategies. The first part introduces modern globalization and its characteristics in light of the concurrent evolution of globalization and localization trends. It looks at the emerging geography of production and labor, introducing the concept of technological change as the key enabling process of the global economy. The second part of the course examines the key actors involved, namely companies confronting daily the opportunities and risks of doing (or not) business in the global market. The course addresses all major strategic options for business development in an interdependent and open economy, including location decisions, knowledge generation, and management strategies and human capital management practices. These different strategic options are analyzed through the lenses of conceptual arguments, empirical evidences, and evidences from real world experience. The course recommend students have a general background in international business and management at the undergraduate level as a prerequisite.

Language(s) of Instruction
English

Host Institution Course Number
20566

Host Institution Course Title
STRATEGIC OPTIONS FOR GLOBAL MARKETS

Host Institution Course Details

https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=20566&anno=2023&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management and Technology

Course Last Reviewed
2022-2023

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