

# BUSI 889 : Global Strat & Strategic Mgmt

Strategy is the heart of business performance, yet a strategy is difficult to develop and even harder to implement. This course looks at how firms in emerging economies formulate and implement corporate and business strategies that create value in their local, as well as regional and global market places. Participants learn theories of international management that incorporate a macro environment, the firm, and the role of the individual manager, in an international setting. Utilizing numerous firm studies within emerging economies, and well tested frameworks, participants learn the key ingredients of global strategy, think through challenges and develop the capacity to provide alternatives and anticipated impacts, and gain lessons that may apply to their own organizations.

## **Core Course**