



Syllabus of Module

7. Global Business

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Module Annotation

Successful business leaders have visions and plans for the future and a deep understanding of the importance of the local and global markets in which they operate. They understand the strengths and weaknesses, their business and product lines, competitiveness and emerging trends in their business sector. With strategic insight, these leaders anticipate changes in global market conditions, recognise potential opportunities for innovation, identify strategic initiatives to support the company, and successfully anticipate barriers to entry domestically and internationally. The training module offers a comprehensive view of international trade issues, including economic and strategic aspects that are crucial for business success in a global environment. This module focuses on the analysis of the international trade environment, the appropriate tools to be used and partly the specifics of international marketing. Students will gain the knowledge needed to understand macroeconomic (international trade) and microeconomic (international business) issues in a global environment, to develop appropriate strategies for expanding potential at a transnational scale, to understand the differences in the development of local, national and international strategies and their practical application. The economic part is then logically followed by at least a basic introduction to international marketing, which completes a comprehensive overview explaining the global concept for the specific area of international trade.

Module Objective

This training module offers a comprehensive view of the various aspects of international trade, including the economic and strategic aspects associated with it. Students will gain the knowledge needed to understand macroeconomic (international trade)

and microeconomic (international business) issues in an international environment. The seminar will guide the student through the issues of strategic management, economic specifics and international marketing and will effectively show the way to further opportunities for self-study in this extensive issue.

Literature

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