

INTERNATIONAL BUSINESS: STRATEGIC OVERVIEW FOR MANAGERS (MBA level)

Schulich School of Business

York University

Fall 2018

OVERVIEW

I. MOTIVATIONS, MODES AND OTHER FUNDAMENTALS

- | | | |
|-----|--|----------|
| (1) | Why “go international”?/ The Global Landscape | Sept. 11 |
| (2) | International Corporate Strategies | Sept. 18 |
| (3) | Foreign Market Assessment/Environmental Analysis | Sept. 25 |
| (4) | International Operations: Logistics, Payments, Collections, and FX | Oct. 2 |

II. NATIONAL AND REGIONAL CONTEXTS

The Americas

- | | | |
|-----|--|---------|
| (5) | Canada: Incoming Foreign Competition
US-Canada Relationship: Effects on Bombardier | Oct. 9 |
| (6) | USA: Foreign-Owned Manufacturing in the Auto Industry
Inter-Americas Trade in Produce (Bananas) | Oct. 16 |

Europe

- | | | |
|-----|--|---------|
| (7) | France: Culture and Service Businesses
EU: Brexit vs. Common Market (EU) Perspectives | Oct. 30 |
|-----|--|---------|

Asia

- | | | |
|-----|--|--------|
| (8) | China: HQ-Subsidiary Relationships
Tokyo: Organizing the 2020 Olympics
East Asia/Pacific Rim Region: Scenarios of 2025 | Nov. 6 |
|-----|--|--------|

South Asia/Middle East

- | | | |
|-----|---|---------|
| (9) | India: A Third Entry Attempt
UAE: A Sheikh as a Customer | Nov. 13 |
|-----|---|---------|

Africa: Northern and Southern

- | | | |
|------|--|---------|
| (10) | Egypt: Government Regulations/Demands Faced by Uber
Nigeria: Selling Mobiles in Rural Areas | Nov. 20 |
|------|--|---------|

III. MULTIREGIONAL COORDINATION AND FLEXIBILITY

- | | | |
|------|--|---------|
| (11) | Moving People and Goods: Managing the Risks
Management by a Multiregional Team: Best Practices | Nov. 27 |
| (12) | Global Commons: A Corporate Responsibility?
Globalization and Governance: Guidelines for Managers | Dec. 4 |
-