



Managing in a Global Context

This masterclass will give a solid introduction to the international business environment. It will specifically examine the political, economic, cultural, and ethical dimensions of cross-border commerce. Moreover, participants will be introduced to the techniques available for assessing international opportunities and risks when considering international markets.

Recommended audience

This masterclass is designed for:

- Managers and policy makers who require an understanding of international business conditions
- Executives who wish to pursue international opportunities

Key benefits

By the end of the masterclass participants will be able to:

- Identify the key dimensions of the international business environment
- Identify the types of opportunities and risks arising from internationalisation
- Appreciate the techniques of country evaluation and selection

Topics to be covered

- Globalisation and international business trends
- The political and economic environment facing international business
- Cultural and ethical dimensions of international business
- An introduction to country evaluation and selection

Length of session

One full-day of combined short interactive lectures and group discussions

