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