



SPRING SEMESTERS

MGMT 781: International Business Strategy



Prof. Alan Randolph

Email: wrandolph@ubalt.edu

Tel: 410-837-4984

Center for Global Business Studies

<http://business.ubalt.edu/cgbs>

Course Description

This *dynamic, project oriented course* draws upon a framework of global strategic management and help students integrate concepts of economics, finance, marketing, technology, and management in a global context. The major focus of the course is a *project* where students analyze potential business opportunities linking business in the Baltimore region with businesses in another region of the world.

The International Business Project

Projects are designed to bring UB students into contact as project team members with people from other regions of the world. Students conduct economic research about the Baltimore region, along with economic and cultural research about another region of the world. The project flow is as follows:

- Students apply a framework for global strategic analysis to Baltimore and another region of the world to determine potential joint venture opportunities.
- For students who choose to travel abroad, they have the opportunity to spend time in a foreign region, collecting relevant information, working with local people, and experiencing the other culture. A local university will provide lectures, set up company and economic agency visits, and arrange opportunities for cultural understanding and interaction with their students.
- At the end of the semester, students provide both written and oral reports of their analysis of the potential business opportunity between Baltimore and the other region in the world.



Old Town Square, Prague

Louvre: Arc de Triomphe du Carrousel



What people say about this course?

One student who traveled to France said, "This course provided me with my most meaningful experience in the MBA program."

Another student who traveled to Poland said, "For students interested in international business, the travel and work on the project was the only way to really learn about the many subtle issues that people confront in International work."

For more information go to
The Center for Global Business Studies Website:
<http://business.ubalt.edu/cgbs>

