

Global Strategic Management

Course Title	Global Strategic Management		
Course Code	MIB605	Course Type	Specialization or Elective
Credit	3	Contact Hours	45 Hours
Prerequisites	None	Co-Requisites	None
Duration	15 Weeks	Class Type	Lecture

SolBridge GACCS Objectives	%	Learning Objectives
1. Global Perspective	40	1. Understand the evolutionary process of globalization
2. Asian Expertise	25	2. Learn the fundamentals of strategizing, organizing and managing global businesses
3. Creative Management Mind	20	3. Develop insight into the management implications of global business strategy and operations.
4. Cross Cultural Communication	10	4. Ethics and Social responsibility of global business
5. Social Responsibility	10	

Course Description

This course will focus on the strategic management in the global markets. It will examine the strategies adopted by firms in response to environmental differences and the success of these strategies. Firms gain global competitive advantage through superior strategies. This course provides the advanced knowledge for the creation of business and corporate strategies for competitive advantage in the global markets. Students will learn how firms leverage their existing competencies to expand their operations to a global scale and chart strategies for winning in worldwide markets.

Learning and Teaching Structure

The Course will be taught as a mixture of lectures, exercises and case studies. Important strategic concepts will be introduced via classroom lecture and discussion while exercises and case studies will allow the student to gain knowledge of the practical aspects of international business on a holistic basis, and see these concepts applied in real-life situations.

Assessment	%	Text and Materials
Individual case write ups	20	Title: Transnational Management Edition: 6 th edition
Projects	30	Author(s): Christopher Bartlett & Paul Beamish
Class Participation	10	Publisher: McGraw-Hill
Final Exam	40	ISBN-13: 9780071267434

Course content by Week

1	The Strategic Imperative
2	The Strategic Imperative
3	The Strategic Imperative
4	Environment and Global Strategy
5	Environment and Global Strategy
6	Transnational Strategies
7	Transnational Strategies
8	Transnational Strategies
9	Organizing for Global Strategy
10	Organizing for Global Strategy
11	Innovation, Knowledge and Global Strategy
12	Innovation, Knowledge and Global Strategy; Collaboration and Competition
13	Collaboration and Competition
14	Collaboration and Competition
15	Final Examination