

Course Name:	International Business and Strategic Market
Language of Instruction:	English
Course Meeting Time:	July-August 2024 (12 2-hour Sessions)
Course Meeting Place:	Zoom
Instructor:	Dr. Jamal Hejazi
English Tutoring:	0.5 Hour Before Each Course Session with Tutor

Course Description

This course provides a comprehensive understanding of the global business environment and the strategic considerations essential for businesses operating internationally. Students will examine the trend towards increased globalization and the importance of strategic and emerging markets in the global trading system. The course will introduce students to various strategic decisions firms must make to compete effectively in today's global business landscape. Key factors in areas such as foreign market entry and global operations management will be explored. Additionally, students will delve into the complexities of international markets, including cultural, political, economic, and legal influences on business operations.

This course is designed to equip undergraduate students with the knowledge and skills needed to understand and strategically navigate the complex global business environment, preparing them for successful careers in the global environment.

课程介绍

本课程提供对全球商业环境的全面理解以及企业在国际运营中必需的战略考量。学生将研究全球化趋势的增加以及战略和新兴市场在全球贸易体系中的重要性。课程将向学生介绍企业在当今全球商业环境中有效竞争所必须做出的各种战略决策。外部市场进入和全球运营管理等领域的关键因素将被深入探讨。此外，学生将深入了解国际市场的复杂性，包括文化、政治、经济和法律对商业运营的影响。

本课程旨在为本科生提供理解和战略性驾驭复杂的全球商业环境所需的知识和技能，帮助他们为在全球环境中的职业成功做好准备。