BPS 6312 Advanced Multinational Business Seminar

This seminar aims at the broadening of business strategy horizons to include the international dimension applied to topical business problems. It also responds to the recent findings of the US Management schools that precepts of corporate strategy for national markets are subject to many exceptions and require much supplementation when applied to multinational markets. This course also aims at providing support for the Dallas metroplex area business organizations for designing and implementing their strategies in general, multinational strategies in particular. This course will investigate topical and sector-based implementation problems derived from the participants' own companies or current business media. (3-0) T (2016-03-17 11:23:08)