



Global Dimensions of Business

Nearly every business today, both large and small, has global relevancy. Leaders at all levels need to understand how a business can be global and gain a broader competitive advantage. In this module, learners learn about strategizing in an international context, managing and leading within a global environment, multinational strategies and structures, foreign market entry, and becoming a savvy global strategist.

Learning Outcomes

1. Explain global perspectives on markets and products.
2. Describe the components of global thinking.
3. Understand the considerations of industry, resources, and institutions on global markets.
4. Identify what determines the success or failure of firms around the globe.
5. Define institutional structures and leadership in global terms.
6. Recognize the impact of cultures and management styles on Multinational Enterprises (MNEs).
7. Examine the importance of global thinking and planning as a foundation for firm growth.
8. Recognize the significance of a multi-pronged approach to planning and executing good business practices in the global business world.
9. Review the comprehensive model of foreign market entries.
10. Recognize first and late mover advantages.
11. Describe specific steps for foreign market entries.
12. Explain product diversification and geographic diversification.
13. Describe the motives and performance of acquisitions.
14. Explain the potential positive and negative impacts of restructuring an organization.

Recommended Learners


- Undergraduate Students in a capstone course
- Graduate Students for academic leveling
- Employees involved in international operations

Lesson 8 of 46

What Is Global Strategy?

The traditional and narrowly defined notion of “global strategy” refers to a particular theory on how to compete and is centered on offering standardized products and services on a world-wide basis. This strategy, obviously, is only relevant for large multinational enterprises (MNEs) active in many countries.

The second most popular definition of global strategy is similar to the term “international strategy” that refers to any strategy outside one’s home country. This is not an accurate view as it is narrow and one-directional in terms of business relationships.



The most accurate and insightful definition of global strategy in college texts and classrooms is the strategy of firms around the world; each firm’s theory about how to compete successfully in whatever country’s markets the firm chooses to compete. This perspective offers a broad and encompassing view of the topic. This definition deals with both the strategy of MNEs (some of which may fit into the traditional narrow global strategy definition) and the strategy of smaller firms (some of which may have an international presence,

An example of a learning event in our Leading Edge Learning modules. The types of instructional content within the modules include: readings, videos, transcripts, audios, interactive questions, offline application exercises, flash cards, narrated presentations, matching exercises, relevant articles, downloads, a final exam, and other activities designed to engage learners based on recognized science of learning educational concepts.

Applications and Best Practices

- ✓ Integrate in a course or program on international business.
- ✓ Academic leveling for learners who may not have adequate preparation for advanced studies.
- ✓ Professional development for continuing education or refresher of skills.
- ✓ Develop skill sets of working professionals.

Pricing

Module is Approximately 3-5 Learner Hours

1-100 Learners per Year
\$49 per Learner

101-500 Learners per Year
\$44 per Learner

500+ Learners per Year
\$39 per Learner