LEADING EDGE LEARNING | PEREGRINE GLOBAL SERVICES



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

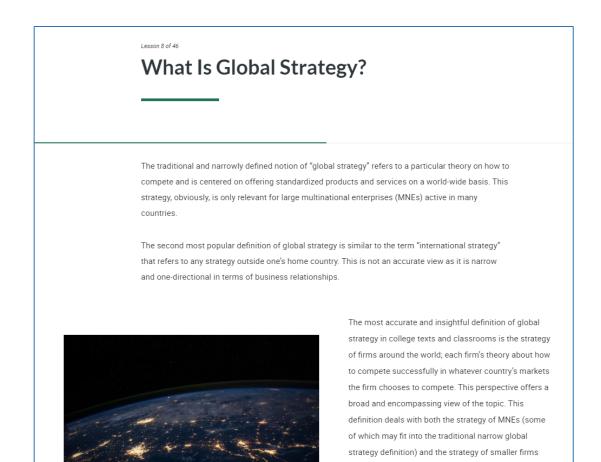
- 1. Explain global perspectives on markets and products.
- 2. Describe the components of global thinking.
- Understand the considerations of industry, resources, and institutions on global markets.
- Identify what determines the success or failure of firms around the globe.
- 5. Define institutional structures and leadership in global terms.
- Recognize the impact of cultures and management styles on Multinational Enterprises (MNEs).
- Examine the importance of global thinking and planning as a foundation for firm growth.

- Recognize the significance of a multipronged 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.
- Explain the potential positive and negative impacts of restructuring an organization.

Recommended Learners

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

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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.

(some of which may have an international presence,

Applications and Best Practices					
1	Integrate in a course or program on international business.		✓	Professional development for continuing education or refresher of skills.	
√	Academic leveling for learners who may not have adequate preparation for advanced studies.		~	Develop skill sets of working professionals.	
Pricing					
Module is Approximately 3-5 Learner Hours					
	1-100 Learners per Year	101-500 Learners per Year		per Year	500+ Learners per Year
	\$49 per Learner	\$44 per Learner		rner	\$39 per Learner

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