



### 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, you will 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.

### 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 MNEs.
7. Review the importance of global thinking and planning as a foundation for firm growth.
8. Apply global strategies to business decisions.
9. Recognize the significance of a multi-pronged approach to planning and executing good business practices in the global business world.
10. Explain the necessity to overcome the liability of foreignness.
11. Review the comprehensive model of foreign market entries.
12. Describe the quest for location-specific advantages with strategic goals.
13. Recognize first and late mover advantages.
14. Describe specific steps for foreign market entries.
15. Explain product diversification and geographic diversification.
16. Review the comprehensive model of diversification.
17. Describe the motives and performance of acquisitions.
18. Understand the impact of restructuring.

### Recommended Learners

#### Higher Education

- Undergraduate Students in a capstone course
- Graduate Students for academic leveling

#### Business, Industry, Nonprofits, & Agencies

- Employees involved in international operations


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## What Is Global Strategy?

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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**

- | <b>Higher Education</b>                                                                                                                                                               | <b>Business, Industry, Nonprofits, &amp; Agencies</b>                                                                                   |
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| <ul style="list-style-type: none"> <li>✓ Review module in a business and business-related capstone course.</li> <li>✓ Use as a module within an academic leveling program.</li> </ul> | <ul style="list-style-type: none"> <li>✓ Teach international operations, organizational structures, and business operations.</li> </ul> |

**Pricing**  
Module is Approximately 3-5 Learner Hours

1-100 Learners per Year	101-500 Learners per Year	500+ Learners per Year
\$49 per Learner	\$44 per Learner	\$39 per Learner