

INTERNATIONAL BUSINESS

International Business Thematic Thread

In this International Business thread, students will understand the role of global markets and its impact on businesses. Students will have an opportunity to explore how global media structures, cross-cultural environment or climate changes affect businesses. They will be able to analyze information necessary to evaluate a business, and understand that a well-managed business requires a macroeconomic view when operating internationally. Students will be aware of how national governments and international institutions like the International Monetary Fund or World Trade Organization shape globalization and the competitive environment in which international firms conduct business. They will be able to understand and minimize the exchange rate risks that multinational enterprises are facing, be able to compare different healthcare system infrastructures, and to understand diverse aspects of global business encompassing economic, financial, technological, political, and cultural differences.

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