



GLOBE BUSINESS COLLEGE MUNICH

GLOBAL BUSINESS

Content

- Introduction to Globalization
- Ethics of Globalization
- Trade Theory
- The Political Environment of Trade
- Regional Economic Integration
- Global Trade Blocks
- Global Institutions
- Managing Trading Relationships

Course Details

Dates:

Location

Globe Business College Munich
Maximiliansplatz 5, 80333 Munich
Tel.: +49 (0) 89 59 99 08 45
www.globe-college.com

Conditions

Minimum number of ten course participants required.
Discounts for group bookings of over five people.

Course Objectives And Content

By the end of the course, participants will have gained an understanding of why the world's economies differ and how the economics and politics of international trade affect the fundamental strategies of global businesses. In addition, the course facilitates participants in understanding the implications of international business for their organization's strategy and structure. Thus, the focus is on the affects of international economic relations on a firm's varying functions. Both long-term established economic theories (e.g. comparative advantage, Vernon's product life cycle theory) and newer theories (e.g. the new trade theory, Michael Porter's theory of the competitive advantage of nations) will be covered. The course is suited for managers (at all levels) and business owners who are operating in an international or global context.

Cost: €450 per participant (€ 420 if taken as part of the Mini-MBA programme)

Discounted price of € 220 for the first seminar course taken at GBCM.

Registration Form

Please complete and fax to (0) 89 59 99 08 46

Name _____

Address _____

PLZ /Ort _____

Tel. _____

Email _____

I herewith accept that the cost per participant is due upon registration.

Full refund for cancellations up to one week before the course commencement. No refunds thereafter.

Participants will be awarded an official GBCM Course Certificate following successful completion of the entire course.

Signature _____