INTRODUCTION
What does it mean for a company to "Go Global"? Many companies don't ask the BIG questions: "Why, How and Where" when it comes to their growth strategy. The answers to these questions depend on an understanding of competitive forces. This course will focus on what it means to be Global and the macroeconomic factors underpinning international competitiveness. Both enterprise and national competitiveness will be addressed.

AIMS
To gain insights into and a better understanding of:
- The differences between international and multinational companies
- What determines a company's growth strategy?
- Foreign Direct Investment and companies' investment strategies
- Global competitiveness and why it matters
- The differences between enterprise and national competitiveness
- What are the success factors of sustainable long-term competitiveness?

METHODOLOGY
Presentation of basic theoretical underpinnings of competitive strategy and world competitiveness and how they apply to today's global environment. Discussion of competitive forces and investment strategy with examples of specific cases. Class discussions, Q&A and short quiz. Team projects to be presented on the last day of the course.

EVALUATION
Participants will be evaluated on the basis of:
Class participation 30%
Quiz 10%
Final team assignment 60%

BIBLIOGRAPHY
- Suggestions (not required):