

# MGNT 425 : Global Business Issues

This course gives focus on global economic integration and emerging market economies, including the effects these trends have on both service and manufacturing industries in the short- and long term. Other global business issues will include the World Trade Organization (WTO); North American Free Trade Association (NAFTA); the European Union (EU), and the influences of the political and legal environment on markets; and the strategies for business entry into a global market; environmental considerations in business processes; development of leadership talent in a global setting.

**Credits** 3

**CIP Code**

52.0299

**Prerequisites**

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

**Prerequisite Courses**

ENGL 111

LIBR 150

MGNT 302

MATH 110

**Course Outcomes**

After successfully completing the course, the learner will be able to:

- Introduce students to the process of globalization and the implications of globalization for business firms and their managers.
- Explain how and why the world's countries differ.
- Present a review of the economies and policies of global trade and investment.
- Examine the different strategies that businesses can adopt to compete in the global marketplace and enter specific foreign markets.
- Explore the role played by marketing, operations, and human resource management within an international business.