Global Corporations and Globalization

Course Description

Students grasp the mechanisms that led to globalization and can classify current trends both towards globalization and, conversely, towards localization. Building on the basic knowledge that students have acquired in general business studies about the basic functions in a company, this course analyses and discusses the special requirements that a global engagement places on a company and its functions.

Contents

1. History and Development of Globalisation
   1. Globalization v1.0 according to Niall Ferguson
   2. History of Globalisation
   3. Influencing Factors of Economic and Cultural Globalization
   4. The Tension between Globalization and Localization
   5. Social Aspects of Globalisation and Corporate Responsibility
2. International Marketing
   1. International Consumer Behaviour
   2. Market Research
   3. Standardization and Adaptation
   4. International Branding
   5. Pricing Strategies
   6. International Marketing Communications
3. International Operation
   1. Offshoring and Outsourcing
   2. Global Production Networks
   3. Global Logistics
4. International Personnel Management
   1. Local and International Personnel Management
   2. Expatriate Management
   3. Localization of Personnel
   4. International Human Resources Development
5. International Financing

5.1 Institutions in the International World of Finance

1. International Financing and its Procedures
2. International Procurement

6.1 Reasons and Strategies of Global Sourcing

1. Risks of International Procurement
2. International Distribution Policy