

General Aspects of International Management

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Agenda

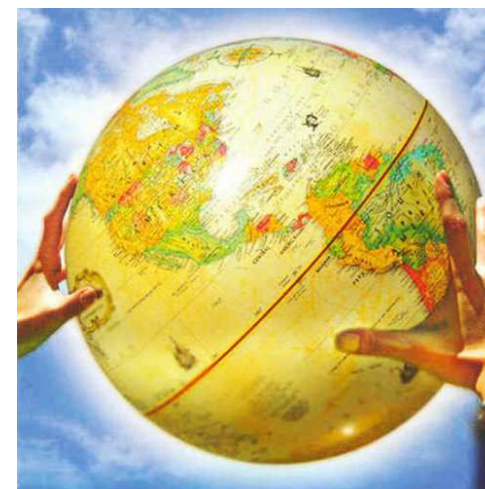
- MBA in IM
- Introduction
- Main ideas
- Challenges

MBA in International Management



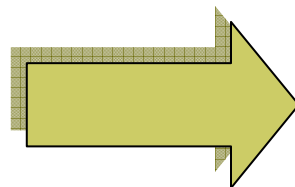
Why internationalization?

- ❑ Globalization
- ❑ Competition
- ❑ Technological progress

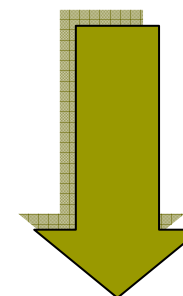


Main Ideas

1. Going International

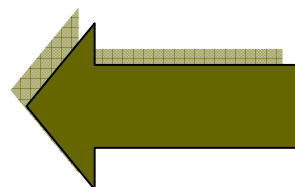


2. Issues of Globalization



3. Company Operations

4. Challenges

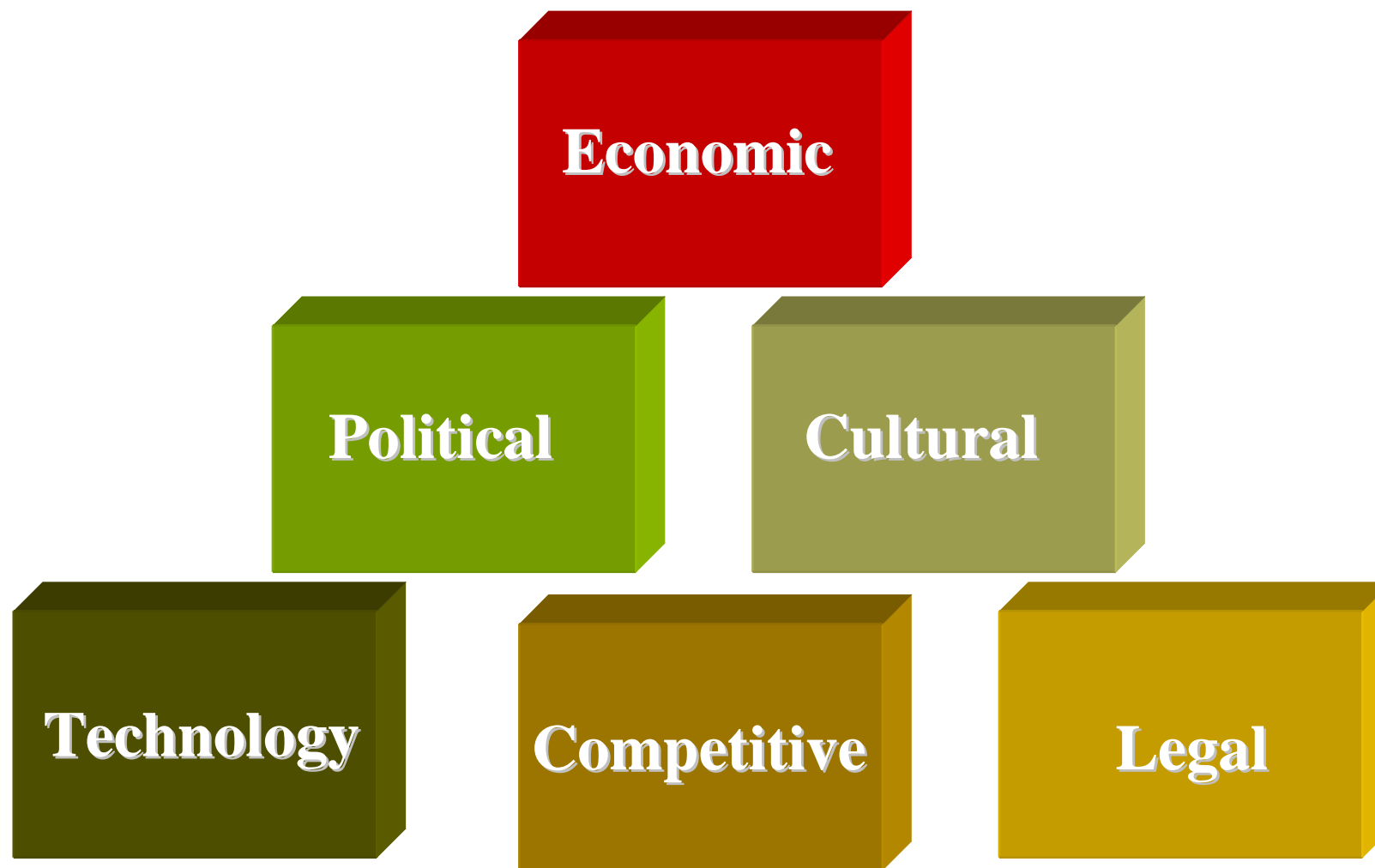


1. Going International

- Where?
- International trade
- Use of instruments



2. Issues of Globalization



3. Company Operations

- Marketing
- Sourcing
- Manufacturing
- Finances
- Organization

Alignment Strategy

4. Challenges

- Adaptation & change
- Cultural interpreter
- Environmental situation



Thank you!