

MBA 8653: Global Strategy for Mkt. Entry

Political, legal, economic, financial, social and cultural issues in successful conduct of global business; focus on market entry (how, timing); review organizational structure, leadership, labor relations, human resource considerations; develop marketing strategy to plan, organize, and implement foreign market entry.

Credits: 1.5

Prerequisites:

[MBA 8450](#) and [MBA 8650](#)

Program: MBA (Business Administration)