

69-325. International Investment and Growth Strategy

Learning Outcomes

Last Updated: October 10, 2014

(PDC140605-5.4)

<p>Learning Outcomes <i>This is a sentence completion exercise.</i></p> <p><u>At the end of this course, the successful student will know and be able to:</u></p>	<p>Characteristics of a University of Windsor Graduate</p> <p><u>A U of Windsor graduate will have the ability to demonstrate:</u></p>
<p>A. Assess a range of market entry strategies for selection relative to corporate needs, aims, and competencies, e.g. exporting, licensing, franchising, subcontracting, strategic alliances, and foreign direct investment.</p> <p>Draw relationships between aspects of international trade and global business, including finances, international trade and business law, supply chain and logistics, market research, market entry, business management, and marketing. (Also relevant to C and H).</p>	<p>A. the acquisition, application and integration of knowledge</p>
<p>B. Identify and analyze market entry barriers such as political, cultural, environmental, and economic.</p>	<p>B. research skills, including the ability to define problems and access, retrieve and evaluate information (information literacy)</p>
<p>C.</p>	<p>C. critical thinking and problem-solving skills</p>
<p>D. Relate the performance of international business operations to communication, motivation, conflict resolution, and exit strategies. (Also relevant to F).</p>	<p>D. literacy and numeracy skills</p>
<p>E. Reflect on learning about international investment and growth and correspondingly the ability to initiate change in current work practices to improve international trade and border management. (Also relevant to I)</p>	<p>E. responsible behaviour to self, others and society</p>
<p>F. Strategically develop alignments between a company and potential partners and embody these in negotiation processes and partnering agreements.</p>	<p>F. interpersonal and communications skills</p>
<p>G.</p>	<p>G. teamwork, and personal and group leadership skills</p>
<p>H.</p>	<p>H. creativity and aesthetic appreciation</p>
<p>I.</p>	<p>I. the ability and desire for continuous learning</p>