

Relevant Coursework

International Business

Business in Europe (University of South Carolina)

The aim of this course is to provide students with practical and theoretical insights into how firms cooperate with key stakeholders in European business environment, thereby focusing on the complexities of the external environment from an institutional, business, and corporate governance perspective. Part I on Varieties of Capitalism introduces the basic conceptual tools and illustrates their usefulness by focusing on the interplay between comparative & competitive advantage. We focus on how management practices, industrial relations systems, innovation practices, governance mechanisms, financial systems, government policies, and tax regimes affect international competitiveness of firms. Part II focuses on different Western European Models, management systems, and different employment and labor systems. Lastly, Part III applies a broad lens to understand how management and doing business in Europe work and differ from the rest of the world.

Economic Globalization: Leadership and the Transnational Mindset (University of South Carolina)

Effective business leaders in today's rapidly converging global economic climate must possess a broad, multi-disciplinary understanding of how multinational enterprises interact with political, sociocultural and economic environments worldwide. Using readings and case studies from a range of disciplines including international relations, international public administration, international law, international political economy, and leadership theory, we will explore the evolving and emerging issues facing international business leaders in the 21st Century. Considering both contemporary and historical events, we will develop a greater understanding of economic globalization and the intersection of the public, private and non-profit sectors and their interrelationship with particular emphasis on security.

Globalization and Business (University of South Carolina)

In the first half of the class, we examine contemporary issues and debates over the political, social and economic consequences of the globalization of markets and industries. Studying the historical antecedents to today's issues, we will draw lessons (both success and failure) from key case studies. The debate topics for each class are presented at the end of the syllabus and students should come to class prepared for a live debate. In the second half of the class, we analyze the responses of multinational enterprises to the challenges of globalization. We focus on global strategic management, introducing you to frameworks regarding industry globalization potential, national competitive advantage, strategy and structure of the firm, entry modes, sequential expansion abroad and integrated non-market strategies. In the third half which will occur concurrent to the first two, we will conduct an ongoing international securities exercise weaving current international events into our management of a

virtual stock market portfolio. We will study the effects of emergent world events over the course of the semester and interpret how these events are impacting (or not) our securities investments and the real-world effects of globalization on your own bottom line.

French for Advertising (University of South Carolina)

Taught in French, this course provides an overview of the advertising industry in the French speaking world, exploring the planning and creation of advertising campaigns, the adaptation of international campaigns, and the creative cultural and linguistic strategies used to seduce francophone consumers. Students will follow past and present francophone ad campaigns, perform cultural and linguistic analyses of print and video ads, listen to and study famous French-language brands and jingles, and hunt for recurring literary and historical references in ads from different corners of the francophone world. Over the course of the semester, students will work in groups to create and name a product or service (real or imagined), design their own ad campaign to market to francophones from around the French-speaking world, conduct a market research survey and deliver a shark-tank-style pitch to a jury of their peers.

Intercultural Communications and Management (Copenhagen Business School)

The goal of the course is to develop students' awareness and understanding of the cultural factors that influence and constrain communication and management in an increasingly globalised business world. Self-awareness is also promoted as students are encouraged to critically examine how their own patterns of thought and behaviour may be affected by culture. The course provides students with key theories, models, and a meta-language to enable them to analyse and discuss the relationship between culture, communication, and management. Students also learn to evaluate and suggest ways to approach realistic intercultural communication and management situations, thereby developing their intercultural competence.

International Marketing (Copenhagen Business School)

The course gives an overview of the marketing activities of companies operating in global markets. The course will cover seven main themes - one for each lecture week - starting with the definition and relevance of internationalization, market selection and market entry strategies, the role of culture, branding, and global marketing mix activities (product, pricing, communication and distribution). In addition, we will discuss the influence of digitalization and the increasing relevance of corporate social responsibility. The basic course goal is therefore to provide a comprehensive overview of the basic principles of international marketing-related activities within firms.

Global Supply Chain

Global Supply Chain Management (Copenhagen Business School)

Supply Chain Management and modern business logistics provide theoretical as well as practical approaches for direct or indirect value creation by improving performance

and/or reducing costs. Key is the alignment, configuration, integration and coordination of flows across manufacturers, retailers, and logistics service providers that are involved in such chains. Using mini-cases and company cases, the course is designed to reflect and to illustrate in different modules these different perspectives of whole supply chains as well as that of the involved single actor's and respective that of single business functions like sourcing, production, or distribution. Further on, globalization implies both globalization of operations (e.g. sourcing, production and logistics) and that of consumption. Customers and suppliers in one country are different from those in another, just as transport, inventory, warehousing, distribution and communication systems differ to cater to specific business environments. Since the scope of supply chain management spans the entire set of organizations from procurement of materials and components to delivery of finished products to the end consumer, it poses additional complexity in the form of extended supply chains. Therefore, setting up and managing international or global supply chains means that sourcing, production and distribution have to consider differences and similarities between various markets to set up synergized transport, inventory, warehousing, distribution, and communication systems.

GSCOM Capstone Project (University of South Carolina)

Operations and Supply Chain Consulting Project. This course entails a live consulting project in which student teams under faculty supervision apply Operations and Supply Chain concepts and techniques to solve significant operational problems and identify improvement opportunities in real-world service and manufacturing firms. Teams write recommendation and implementation reports, oversee pilot or full-scale implementations when feasible, and make presentations of their work to the firm's management group.

Global Sourcing Strategies and Applications (University of South Carolina)

This course covers skills necessary to pursue sourcing and related careers in consulting, manufacturing, services, retailing, and government agencies, by discussing state-of-the-art sourcing and negotiation strategies pursued by exemplar firms. The subject matter of the course comprises of cutting edge, and current global sourcing topics including discussion of concepts, principles and frameworks that a global sourcing manager should know. Topics include supplier selection, supplier risk analyses, cost management, negotiation tactics and sustainability issues facing global sourcing managers.