

**COURSE: DOING BUSINESS IN GLOBAL MARKETS. - PENDIENTE MAIL**

**SEMESTER: 4**

**YEAR: 2**

**CREDITS: 8 UDD, 4.8 ECTS**

**REQUIREMENTS: ORGANIZACIONAL BEHAVIOUR – INTERCULTURAL TEAMS.**

**Units and Content**

Units	Content
<b>Unit I: Theories and Models of International Trade</b>	<ul style="list-style-type: none"> <li>• Economic System. Competitiveness.</li> </ul>
<b>Unit II: Strategic Market Evaluation</b>	<ul style="list-style-type: none"> <li>• Assessing Market Potential and Risk</li> <li>• Market Entry and Exit Strategies for Various Regions</li> </ul>
<b>Unit III: Cultural Intelligence in Global Markets</b>	<ul style="list-style-type: none"> <li>• The Role of Culture in International Business</li> <li>• Developing Cultural Intelligence (CQ) for Global Success</li> </ul>
<b>Unit IV: Business Practices in Key Global Market</b>	<ul style="list-style-type: none"> <li>• Doing Business: in Asia, Europe, Africa and India.</li> <li>• Doing Business in the Americas: From NAFTA to LATAM opportunities</li> </ul>
<b>Unit V: Regulatory and Compliance Challenges</b>	<ul style="list-style-type: none"> <li>• International Trade Laws and Regulations</li> <li>• Regional Trade Blocs and Agreements</li> </ul>
<b>Unit VI: Building Relationships and Networks</b>	<ul style="list-style-type: none"> <li>• Global Networking and Relationship Building</li> <li>• Managing Conflicts and Disputes in International Transactions</li> </ul>