

- B-2 Consider the risk represented by currency fluctuations to the transnational firm and understand risk mitigation strategies.
- B-3 Develop a view on the stability of the current foreign exchange environment and how it may evolve.

GOAL C:

Gain an understanding on how industries and firms have been shaped by the recent shifts in the global economic environment.

Learning Objectives: The student will:

- C-1 Develop and apply models that explain the changes in industries with the most recent global shifts (specific attention will be paid to the automobile, semiconductor, financial services and agro-food industries).
- C-2 Evaluate the relationship between TNCs, their local economies and local governments.

GOAL D:

Gain familiarity with current and past topics of fundamental and applied research in the area of international business and use it to explain success factors for a transnational firm.

Learning Objectives: The student will:

- D-1 Appraise seminal works in international business.
- D-2 Apply models learned in class and from literature to analyze success factors for a transnational firm.