

# Academic profile for International Business (IBS)

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## **Purpose and academic profile**

IBS concerns itself with the following topics: the international business environment in a globalising world; the strategic choices firms make to compete in the global economy; the policies governments create to gain competitive advantages; the management of complexity and diversity across borders; the complexities of international business; the management of new organisational forms within the multinational enterprise; the complexities of growing regional integration.

IBS has two aims:

1. the concentration helps students make sense of the international business environment, spanning many countries and industries.
2. the concentration develops research and analytical tools for finding appropriate solutions to communicate IB complexities.

IBS is directed at students with diverse backgrounds interested in taking a broad and holistic view of management and international business. Upon completion of the course, students will be able to leverage their exposure to different business environments and to informed, strategic thinking so as to make their expertise useful to firms, public authorities, international agencies, and non-governmental organisations.