

## MBA 640 - Global Management in the Flat World Online Course

As the world grows smaller and flatter, the study of global management becomes ever more imperative. This course presents an overview of the dynamics of the global marketplace and international sources of economic change. Topics include globalization and the flattening of the world; the role of technology in the flat world; and the mandate of emerging markets, especially China and India. Comparative economic development, control and democratic regimes, international competition and cooperation are investigated. You will apply your knowledge to foreign market analysis and business planning, analyzing the multiple internal and external factors that must be addressed for economic success of the global enterprise.

### Instructor Bio

Roger Philips has over fifteen years experience in international technical sales and marketing management. He currently teaches MAIS 530, 531 and 533 - the international business strand of the Concordia Master of Arts in International Studies program. He has been VP International at:

- Cyclone Commerce, a B2B Internet infrastructure systems company with marquis international customers including Unilever, Carrefour (world's second largest retailer), and Toshiba
- Landmark Systems, which developed and marketed proprietary software products worldwide
- Viasoft, Inc., earning the President of the United States' "E" Award for export excellence

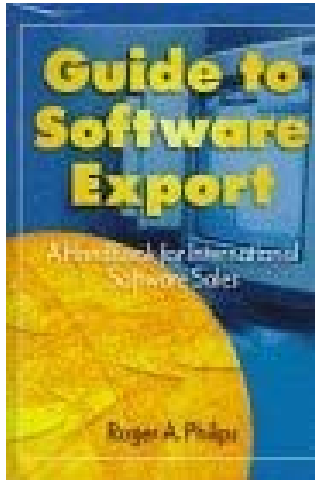
He has established and managed both direct and indirect channels throughout Europe, Asia, Australia, and Latin America.

- His book, *Guide to Software Export*, published by the International Business Press, provides step-by-step guidance for setting up and optimizing international channels (see reverse).
- He has published numerous articles and is a co-author of the book, *Developing the World Class Information Systems Organization*.
- A frequent international speaker, he has addressed audiences throughout Europe and North America.

He holds an MS from the University of California, a BSE from Princeton University and a Certificate in General Management from the University of Santa Clara.



About the book, *Guide to Software Export - A Handbook for International Software Sales*



"I would highly recommend this book to anyone who is thinking about exporting, who has begun to export but still is unsure of the path to follow, and for those who are already in the field. There are gems here, and those with greater sophistication will still come away with satisfaction."

Dr. Shoshona Tancer  
Professor of International Studies  
American Graduate School of International Management

"Listen well to the warnings. A mistake in entering a new territory not only takes time, money, and precious management resources to correct, but the lost opportunity is gone forever and the damage to your reputation can close a market to you for years. . . Using this handbook is a big first step in the right direction."

Lindsay Smith, FCA  
Managing Director  
European IT Solutions Ltd.  
Bedford, England

"Following Roger Philips' guidelines and recommendations will boost international sales to an unexpected level. As an international group, we have seen real benefits from using Roger Philips' experience. Thanks to his guidance, our group has a head start over our competitors."

Gilles Pardon  
President, Euramark  
Trumilly, France