

MBA 648 - The Global Marketplace

The world is shrinking at a rapidly increased pace. Advances in telecommunications (especially Internet), transportation, and banking systems have fueled the explosion in international trade, outsourcing, and off-shoring. Understanding of the dynamics that shape the international marketplace is becoming key catalyst in creating a winning global strategy in today's free trade friendly environment

In this class students will discover how the international economic, political, legal, and cultural environments affect a company's international business decisions. Students will learn how to create world-wide brands, enter international markets, move operations to lower labor cost areas, address the foreign risk issues, and build global organizations.

Professor Bio

Professor Derek Podobas of Concordia University teaches undergraduate and graduate level business courses at the School of Business. In addition, he is a CEO of ChicagoAnalyticsTM, a strategy and venture capital advisory firm based in Orange County, California.

During his professional career he has held VP and Director level positions for Corporate Development, Engineering, and New Product Development with Fortune 500 multi-national companies as well as with California based international start-ups.

His educational credentials were earned at **The University of Chicago** (MBA in Finance and Corporate Strategy), **American Graduate School of International Management** (Masters in International Management), **Illinois Institute of Technology** (BS in Electrical Engineering), **The Wharton School of Business** (Executive Development Program).