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international business is a cross border transaction between individuals businesses or government entities the transaction can be of anything that has value examples include table of contents what is international business types of international businesses imports and exports licensing franchising outsourcing and web chapter 10 strategy and international business chapter introduction business and corporate strategy generic strategies international strategy the five elements of strategy managing the international business with the p o l c framework end of chapter questions and exercises web 17 mar 2023 equip yourself with business acumen commercial understanding intercultural skills and linguistic ability in your chosen language study one of 7 modern languages chinese french german italian portuguese russian spanish tailor the direction of your studies by choosing any of our wide range of business and web advanced practice the compulsory advanced practice element of this programme takes 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skills so you can apply what you learn internationally we focus on giving you real business scenarios to put your learning to the test and get as much experience of the business world as possible the international focus of the course is derived through a variety of means web international business is the exchange of goods and services across borders it includes the entire spectrum of cross border exchanges of products services or resources between two or more countries in international businesses manufacturing and trading occur outside the country of origin web as an international business graduate you are competent in intercultural leadership and critical thinking you will be able to execute international projects while working in groups and conducting business research you are able to adapt to the fast changing job market after graduation you will be ready to kick start your international

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