Interested in Consulting, Global Business, AND Entrepreneurship?

“International Consulting for Small & Medium Enterprises (SMEs)” is the class for you!

Spring 2012 – UGBA 196 – 3 Units

The objective of this course is to provide students with an understanding of how consultants can assist small and medium sized enterprises (SMEs) in developing the framework necessary for making decisions on how to venture across borders in pursuit of economic opportunities in today's hypercompetitive global business environment. International business is no longer the exclusive domain of large, multinational companies, but increasingly about smaller, entrepreneurial firms attempting to span virtually every international boundary. In acknowledging that fact, it is vital that consultants recognize that the expertise and tools required to help SMEs succeed in the global economy are often much different than those needed to by a Fortune 500 multinational. Set-up as a small consulting “firm”, the class will be conducted primarily in seminar fashion and will revolve around the analysis of cases. Students will play an extremely active role in this course through a variety of discussion, problem solving, and group assignments.