Interested in Consulting, Global Business, AND Entrepreneurship?

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

UGBA 196-3
Spring 2014 – 3 Units

By exploring the intersection of global business, entrepreneurship, and consulting, this course will provide students with an understanding of how decision-makers in small and medium sized enterprises (SMEs) can develop the frameworks 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 different than those needed by a Fortune 500 multinational.

Set-up as a consulting "firm", the class will be conducted primarily in seminar fashion and will revolve around the analysis of cases. In addition to the technical analysis of cases, there will also be a strong emphasis on how to create a new service company, market and sell to potential clients, manage client relationships, and leverage financial and human resources in a service setting.