



**BUSINESS STRATEGIES
IN THE FIELD OF GLOBAL MANAGEMENT**

UNIT II

Introduction Unit II

INTRODUCTION UNIT

You will learn that a business strategy provides the guiding principles for many organizational decisions, such as hiring new employees, or developing new products. And helps you to define the methods and tactics you need to take within a company.

PURPOSE OF UNIT

Understand and take advantage of the best strategies for business expansion.

CONTENT MAP



Introduction Unit II

UNIT EVALUATION

EVALUATION	GRADES
ACTIVITY 1	5
EVALUATION UNIT 2	15
TOTAL	20

UNIT ACTIVITIES

TEMA	SUBTEMA	ACTIVIDAD
Business Strategies in the field of Global Management	<ul style="list-style-type: none">Strategies of International Production	Quiz
	<ul style="list-style-type: none">External Marketing Strategies	
	<ul style="list-style-type: none">Technology Strategy	
	<ul style="list-style-type: none">Financial and Tax Strategies Internationally	
	<ul style="list-style-type: none">Strategies for Corporate Expansion	