



International Management

The nature of international management



- Organisations engaging in international management vary in size and the extent that their business activities cross international boundaries.

- It is argued that organisations must adopt a global view of planning and other activities. By viewing the whole world as their operating area, managers can tap into world-wide markets and be active where conditions support organisational goals. This means managers must grasp international management issues firmly.



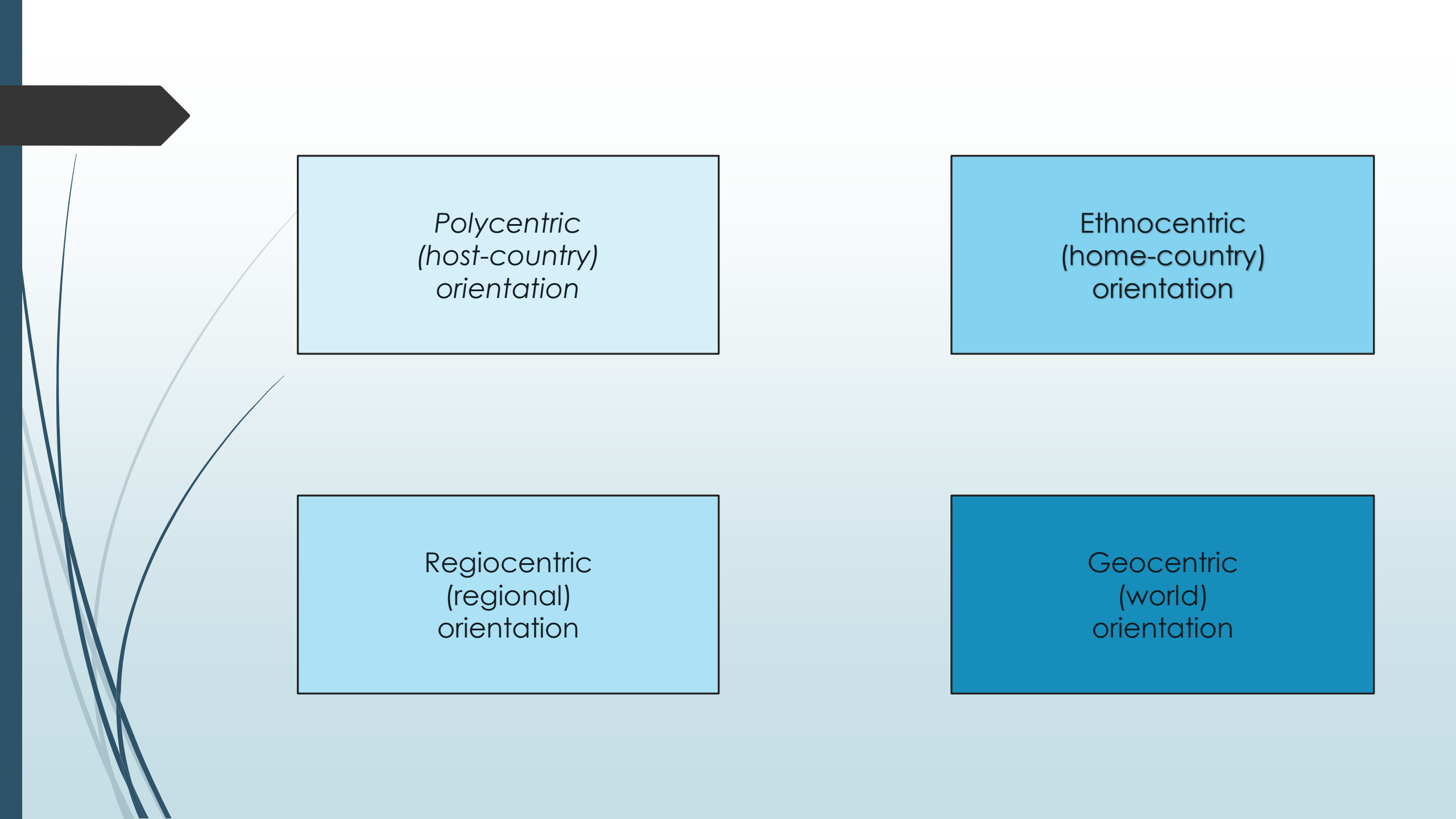
International management
Process of planning, leading, organising and
controlling in organisations engaged in
international business



A decorative graphic on the left side of the slide. It features a solid black arrow pointing to the right, positioned at the top. Below the arrow, several thin, curved lines in shades of blue and grey sweep upwards and to the right, creating a sense of movement and depth.

Orientations to international management

- Ethnocentric
- Polycentric
- Regiocentric
- Geocentric



*Polycentric
(host-country)
orientation*

Ethnocentric
(home-country)
orientation

Regiocentric
(regional)
orientation

Geocentric
(world)
orientation

«International» managers



- **Managers who can operate effectively across cultures and national borders are invaluable in global business.**



A multinational corporation (MNC) is usually a large corporation incorporated in one country which produces or sells goods or services in various countries.



The 2020 swill test the capacities of multinational corporations to react rapidly to global changes in human resources as in all other areas of the company.



Multinational Corporations



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What part can management education play in developing the international manager?



- A good deal. Management education can provide training in international marketing, finance and such international relations.





- We can also point to skills such as communication, leadership, and motivation, decision-making, team-building and negotiation.

The international manager is said to spend over half of his or her time



- International managers should know how foreign cultures affect organizational behaviour and management style.



- They should understand how their own culture affects their own style.



What is a Bachelor International Management?



- ▶ A Bachelor's degree in International Management is a **generalist** and **specialised** undergraduate business programme that integrates **work-experience**, a **strong international and multicultural dimension** and fosters the **development of business skills** which are essential in the professional world.



- Acquire the interdisciplinary skills to become an efficient international manager
- Gain Substantive Knowledge on Major Global Policy and Sustainability Issues





Thank you all for attention!