

Lake Forest MBA:

Global Business Specialization

To obtain a Specialization in Global Business to the general MBA degree, a student must complete one (1) of the following sequences:

Option 1: Complete a sequence of three (3) global course electives.

- **Elective Course 5848: Global Finance - Offered Term 1 or Term 2 – LF Campus - Saturday (PM)**

Companies and managers are impacted as the global economy trends toward greater integration and interdependency. This course provides students with an advanced and in-depth understanding of financial management principles as they relate to the global capital markets. Focusing on the global financial and macroeconomic environment, topics such as foreign exchange markets, management of foreign exchange exposure, international financial instruments, and cross-border investment are analyzed. Through lecture, case study, group discussion and presentation, students will increase their ability to manage exchange risk and market imperfections using various techniques while maximizing organizational financial performance. Effective communication and ethical decision making under the umbrella of the global challenge are addressed.

- **Elective Course 5849: Global Marketing – Offered Term 4 – LF Campus - Saturday (PM)**

Companies and managers are impacted as the global economy trends toward greater integration and interdependency. This course provides students with an advanced and in-depth understanding of marketing principles as they relate to the global marketplace. Environmental factors that influence marketing in the global arena (political, economic, legal, sociocultural, technological and competitive) are examined as to the impact on entry strategy, product, pricing, distribution, packaging, promotion planning and branding. Through lecture, case study, group discussion, presentation and in-store research, the complex and dynamic global environment in which marketing strategies are formulated and implemented are analyzed to advance student decision-making skills in global marketing. Effective communication and ethical decision making under the umbrella of the global challenge are addressed.

- **One Global Practicum to either Europe, Asia or Latin America**

Option 2: Complete two (2) Global Practicum Electives and either Global Marketing or Global Finance during your program. It is expected that the following Global Practicum course electives will be offered in 2008/2009.

- **5840: Global Practicum – Europe – Term 1 (in partnership with Fitzwilliam College at the University of Cambridge)**
 - **5841: Global Practicum – Asia – Term 3 (in partnership with Chulalongkorn University)**
 - **5842: Global Practicum – Latin America – Term 4 (in partnership with BSP-Business School of São Paulo)**
 - **Global Finance or Global Marketing (see course descriptions above)**
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Option 3: Complete three (3) Global Practicum Electives to Europe, Asia & Latin America

All above courses are subject to a minimum and maximum student enrollment. All courses have mandatory pre/post classes stateside in addition to in-country travel.

Prerequisite: 5160 – Global Business & Cultural Diversity (or 770: International Management).

Please inquire about the Global Tuition Billing Option, which allows you to financially manage the incremental tuition costs throughout your MBA program.

For more information about the Global Business Specialization at Lake Forest Graduate School of Management, please contact Erica Wilke, Associate Dean, at 847.574.5236 or ewilke@lfgsm.edu.



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