Pendulum View

Global – domestic + international

Globalization and forces

Semiglobalization

Collectivism/Individualism

TRIAD / BRICS (emerging economies w/25% global GDP)

Gross Domestic Product & Purchasing Power Parity

Competitive Theories

* Institution Based (external)
	+ Formal vs. Informal
	+ Language – lingua franca and English dominance, Why?
	+ Low vs. High context cultures
	+ Ethics and Strategies to approach ethics
* Resource Based (internal)
	+ Tangible/Intangible
	+ Value Chain
	+ Outsourcing, Onshoring, Reshoring
	+ VRIO

Trade definition – services and goods

* Deficit/Surplus

Import/Export

Absolute Advantage

Tariff barriers

Nontariff barriers

Ethnocentrism and Cultural Intelligence