

CAS International Business 2027

Dates	Modules	Teachers
16-17-18.09.2027	Strategic drivers of corporate competitiveness	Prof. Dr. Philippe Gugler
07-08-09.10.2027	Internationalization and globalization activities of the firm	Prof. Dr. Philippe Gugler
28-29-30.10.2027	Going international for New Markets	Prof. Dr. Dirk Morschett
18-19-20.11.2027	Going international for Production & Sourcing	Prof. Dr. Dirk Morschett

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