

# Strategic Economics for Global Enterprises

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Last Updated: Sat, 01/10/2026

**Course prefix:** Econ

**Course number:** 4311

**Section:** UH2

**CRN**

34683

**Instructor first name:** Usha

**Instructor last name:** Nair-Reichert

**Semester:** Spring

**Academic year:** 2026

**Course description:**

Econ 4311 examines the strategic decisions and operations of multinational enterprises (MNEs) in a fast-changing global environment. We examine theories of trade, foreign direct investment (FDI) and firm strategy and their implications for the growth of multinational firms. While our focus is on how multinational firms make strategic decisions from a microeconomic perspective, we also explore some key elements of the macroeconomic environment that impact the multinational firms' strategic decisions and growth. In addition to using economics concepts and models to analyze the strategies and behaviors of MNEs, we will also incorporate a transdisciplinary perspective into many of the issues we discuss in this course. Students in the class are typically from many disciplinary backgrounds, and I encourage you to share your varied perspectives on how to approach the problems we discuss.

**Academic honesty/integrity statement:**

Students are expected to maintain the highest standards of academic integrity. All work submitted must be original and properly cited. Plagiarism, cheating, or any form of academic dishonesty will result in immediate consequences as outlined in the university's academic integrity policy.

**Core IMPACTS statement(s) (if applicable):**

This is a Core IMPACTS course that is part of the Social Sciences area. Core IMPACTS refers to the core curriculum, which provides students with essential knowledge in foundational academic areas. This course will help master course content, and support students' broad

academic and career goals. It will help students understand human experiences and connections from a global perspective, and how historical, economic, regulatory, political, social and geographic relationships and MNEs' strategic decisions influence each other. This course should help students develop competencies such as intercultural awareness, understanding multiple perspectives and viewpoints and persuasion that are valuable for careers in the global marketplace.