

The Executive Certificate of Global Business Management

Syllabus

Course Objective:

The Executive Certificate of Global Business Management course is designed to prepare individuals to understand and address the complications associated with business operations in today's global economy. Focused on trade transactions and logistical knowledge, participants gain exposure to the terminology and challenges of managers operating in the global arena.

The course will help participants develop the practical knowledge and skills required of international business professionals in today's global marketplace in the key areas of:

- Global Marketing
- Supply Chain Management
- Trade Finance
- International Legal Issues
- Global Business Management

Course Text:

The text for the course is *The Global Entrepreneur, Taking Your Business International*, Second Edition by James F. Foley

Participation:

The material in this course is best learned through discussion and application. Please read the chapters prior to class to allow the instructor to lead discussion and provide real-life examples and exercises to facilitate the learning process.

Chapter 1	Why Go Global?	
Chapter 2	When is a Company Ready to Go Global?	
Chapter 3	Harmonized Codes-Classifying Your Export Products	
Chapter 4	Which Foreign Markets Will Be Successful for Your Product?	
Chapter 5	Selecting Foreign Markets	
Chapter 6	Sources of International Marketing Data	
Chapter 7	Two Key Decisions Before Going Global	

Chapter 8	Finding Your Partners for Indirect Exporting	
Chapter 9	Finding Your Partners for Direct Exporting	
Appendix A	Sample International Distribution Agreement	
Chapter 10	International Business Across Cultures	
Chapter 11	International Pricing	
Chapter 12	Legal Considerations	
Chapter 13	Tax and Accounting Issues	
Chapter 14	Logistics	
	<i>INCO TERMS</i>	
Chapter 15	Documentation	
Appendix B	Nine Basic Export Documents	
Appendix C	NAFTA Certificate of Origin	
Chapter 16	<i>Financial Risk, Payment Methods, and Trade Finance</i>	
Chapter 17	Setting a Pace for Your Export Growth-Assessing Your Export Progress and Success	
Chapter 18	Managing International Channels of Distribution	
Chapter 19	International Advertising, Public Relations, and Trade Missions/Shows	
Chapter 20	Key to Success: A Customer Orientation	
Chapter 21	Sustaining Success through Clear Communication and Managing Change	
Chapter 22	The Internet and International Trade	
Chapter 23	Beyond Exporting-Foreign Direct Investment	