

GLOBAL BUSINESS STRATEGY AND EXPANSION

Price : \$2,300.00

COURSE DESCRIPTION:

In an era of globalization, the ability to navigate and thrive in international markets is essential for business leaders, strategists, and entrepreneurs. "Global Business Strategy and Expansion" offers a comprehensive exploration of the intricacies involved in expanding operations across borders. From understanding cultural nuances to adapting to regulatory environments, this course provides the insights and tools necessary for successful international growth.

COURSE OBJECTIVE:

1. Understand the challenges and opportunities in international business.
2. Develop strategies for market entry and expansion into global markets.
3. Explore techniques for international marketing and branding.
4. Learn to establish and manage cross-border partnerships effectively.
5. Gain insights into managing global teams and fostering collaboration.
6. Cultivate cultural intelligence and adaptability for navigating diverse cultural landscapes.
7. Analyze case studies of successful global expansions to identify best practices and common pitfalls.
8. Develop a clear framework for developing and executing a global business strategy aligned with long-term goals.

WEEK	TOPIC
1	Introduction to Global Business Environment
	Overview of globalization trends
	Key challenges and opportunities in international business
2	Market Entry Strategies
	Modes of entry into global markets (e.g., exporting, licensing, joint ventures, acquisitions)
	Assessing market attractiveness and entry barriers

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WEEK	TOPIC
3	International Marketing and Branding
	Introduction to Persuasive Writing
	Psychology Behind Persuasion
4	Cross-Border Partnerships
	Forming and managing strategic alliances and partnerships
	Negotiating international agreements and contracts
5	Managing Global Teams
	Effective leadership in a multicultural environment
	Overcoming communication barriers and fostering collaboration
6	Cultural Intelligence and Adaptability
	Understanding cultural dimensions and their impact on business
	Developing skills for cultural sensitivity and adaptation
7	Case Studies in Global Expansion
	Analysis of successful global expansion strategies
	Lessons learned from failed international ventures
8	Developing a Global Business Strategy
	Framework for strategic planning and execution
	Aligning global expansion efforts with organizational goals and capabilities

- COURSE DELIVERY:**
- Lectures and presentations by industry experts
 - Interactive discussions and group activities
 - Case study analysis and simulations
 - Practical exercises and assignments
 - Q&A sessions and feedback opportunities

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OUTCOME:

Upon completion of this course, participants will be equipped with the knowledge, skills, and frameworks necessary to develop and execute a successful global business strategy. They will be able to navigate cultural complexities, identify market opportunities, establish effective partnerships, and lead their organizations confidently in international expansion efforts.

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