



ASPIRE
COLLEGE



Diploma In Strategic Management

Course Curriculum

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1. Course Objective

The Diploma In Strategic Management Focuses On Assisting Students In Identifying And Developing Their Leadership Potential In Management And Leadership Practices Through Industry And Competitive Analysis As Well As Assisting Students In Being Competent In Decision-Making, Flexible And Adaptable When Change Is Necessary, And The Ability To Improve Their Personal And Social Resilience.

Students Can Learn How To Execute Tasks, Find Efficiencies, Recruit The Best Employees, And Apply Their Financial Skills To Make Wise, Creative, And Strategic Business Decisions. They Will Concentrate On Their Development As Leaders And Decision-Makers Through Experiential Learning And Realistic Assignments That Will Model Real-World Business Scenarios.

2. Course Duration

The Diploma In Strategic Management Is A Full-Time 48 Credit Course That Is Delivered In 3 Semesters That Include 1920 Equivalent Instructional Hours.

3. Admission Requirements

- Secondary School Diploma Or Equivalent, Or A Mature Applicant
- English: Grade 12 - C, Or Equivalent Course
- Mathematics: Grade 12 - C, Or Equivalent Course

For Students Whose English Is Not Their First Language, English Language Requirements Are Outlined As Follows:

Test	Required Minimum Scores
TOEFL (Test of English as a Foreign Language)	80 (20L,W,S,R) iBT (Internet-based TOEFL) or 550 Paper-based
iTEP Academic**	3.7
IELTS -Academic Module	6 – Overall with no Band below 5.5
PTE A	58 - Overall Minimum Score (49L,W,S,R)
FCE (Cambridge English First)	174 - Cambridge English Scale or FCE B
CAE (Cambridge English: Advanced)	180 - Cambridge English Scale or CAE C
CPE (Cambridge English Proficiency)	200 - Cambridge English Scale or CPE C
CAEL (Canadian Academic English Language)	60 - Overall score with no band below 50

4. Course Learning Outcomes

Students Who Complete The Diploma In Strategic Management Should Expect To Gain The Following Competencies:

- Develop Strong Analytical And Theoretical Tools And Apply Them In Their Respective Field Of Business.
- Demonstrate Critical Thinking Skills
- Perform Work In Compliance With Relevant Statutes, Regulations And Business Practices.
- Evaluate The Impact Of Global Issues On An Organization's Business Opportunities By Using An Environmental Scan.
- Apply Principles Of Corporate Sustainability, Corporate Social Responsibility And Ethics To Support An Organization's Business Initiatives.
- Use Current Concepts/Systems To Support An Organization's Business Initiatives.
- Critically Evaluate, Design, And Conduct Research.
- Outline And Assess The Components Of A Business Plan.
- Use Accounting And Financial Principles To Support The Operations Of An Organization.
- Apply Marketing And Sales Concepts Used To Support The Operations Of An Organization.
- Outline Principles Of Supply Chain Management And Operations Management.
- Develop Strategies For Ongoing Personal And Professional Development To Enhance Work Performance In The Business Field.
- Demonstrate The Ability To Communicate Arguments And Relevant Managerial Information

5. Assessments And Grading Standards

For Each Course Module, The Aim Is To Assess A Student'S Competence In A Range Of Business Management Skills Relevant To The Course Content And Learning Outcomes.

Students Are Required To Demonstrate An Understanding Of Key Business Concepts, The Application Of Skills To Real Work Environments And An Ability To Conduct Independent Research And Analysis. Here Are The Following Assessment Tools Utilized By Aspire College:

Quizzes

Quizzes Are Meant To Test A Student'S Comprehension Of All Lessons As They Progress Through The Course.

Assignments

Assignments Are Intended To Assess The Student'S Application, Analysis, And Critical Thinking Skills In Relation To The Concepts You Learn In The Course. One Assignment Is Required For This Course

Final Exam

The Final Exam Is A Cumulative Test Designed To Ensure That Students Have Mastered The Material In The Course.

The Grading Standards Used By Aspire College Are Defined In The Following Charts And Apply To All Courses Unless Otherwise Stated On The Course Outline.

Alpha Grade	Grade Point	Low Range	High Range	Description	Guideline
A+ A	4.00 3.75	90 80	100 89	Achievement in course outcomes is outstanding and warrants unique and distinguished recognition.	Considerable evidence of original thinking; demonstrated capacity to analyze, integrate and extend concepts; outstanding grasp of subject matter; consistent demonstration of practice with no supervision and guidance.
B+ B	3.50 3.00	75 70	79 74	Achievement in course outcomes is acceptable and meets above average standards.	Evidence of solid grasp of subject matter; reasonable understanding of relevant ideas; some evidence of critical capacity and analysis; clear connections of ideas and numerous extensions; reasonable demonstration of practice with minimal supervision and guidance.
C+ C	2.50 2.00	65 60	69 64	Achievement in course outcomes meets average standards.	Evidence of some understanding of subject matter and relevant ideas; ability to develop/apply solutions to simple problems; minimal connections of ideas and extensions; demonstration of practice with periodic supervision and guidance.
D	1.00	55	59	Achievement in course outcomes is marginal and meets minimal standards.	Evidence of minimal understanding of subject matter and relevant ideas; minimal connections of ideas; demonstration of practice with constant supervision and guidance.
F	0.00	0.00	54	Achievement in course outcomes is inadequate and fails to meet minimal standards.	Insufficient evidence of understanding subject matter and relevant ideas; inability to connect and extend ideas; inability to demonstrate practice.

6. Program Core Units

SEMESTER 1	CREDIT HOURS	SEMESTER 2	CREDIT HOURS
Strategic Planning	3	Developing Organizational Vision	3
Finance For Strategic Managers	3	Globalization & International Management	3
Entrepreneurship	3	Research For Strategic Development	3
Strategic Human Resources Management	3	Organizational Behavior	3
Personal Development For Leadership	3	Quantitative Methods	3
International Finance	3	Strategic Marketing	3

SEMESTER 3	CREDIT HOURS		
International Marketing	3		
Corporate Communication Strategies	3		
Managerial Accounting	3		
International Business Environment	3		

7. Course Objectives, Learning Outcomes & Course Topics

7.1 Strategic Planning

Course Objective	The aim of this unit is to develop the knowledge, understanding and skills necessary to develop an organizational strategic plan
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Understand the foundations for developing organizational strategy• Understand the external environment affecting organizations• Be able to review an organization's strategy and business plans• Explain the relationship between mission, vision, strategy and business plans• Analyze named organizations' mission and vision statements• Explain how external factors affect organizations• Evaluate how stakeholder expectations influence organizations• Explain how changes in the external environment affect organizational strategy• Explain the importance of review in the development of organizational strategy and business plans• Evaluate the tools which can be used to review organizational
Course topics	<ol style="list-style-type: none">1. Strategic Planning & Management in Business2. Planning & Setting Business Goals3. Strategic Decision Making & Problem Solving4. Different Types of Business Strategies5. The Strategic Planning Process6. Setting Business Department Goals7. Planning as a Function of Management8. Types of Planning9. Decision Making Process10. Decision Making for Managers - Certainty, Risk & Uncertainty11. Types of Problem Solving Methods in Management and Supervision12. Decision Making Tools - Decision Trees, Payback Analysis & Simulations13. PERT Analysis & Project Completion14. SWOT Analysis

7.2 International Finance

Course Objective	The course objective is to present International Finance, focusing on topics such as international capital markets, international financial management and global markets
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Analyze the development, function, and roles of national and international financial organizations, monetary systems, and currencies.• Weigh the costs and benefits of globalization on the domestic economy.• Differentiate between and measure the accounts of the international balance of payments.• Demonstrate how to determine fixed and flexible exchange rates in foreign exchange markets and examine their impacts.• Analyze the properties of domestic and foreign securities markets, such as stock and bond markets.• Evaluate various strategies for hedging and managing foreign exchange risk.• Investigate the causes, effects and resolutions of international financial crises.
Course topics	<ol style="list-style-type: none">1. Foundations of International Finance2. The Balance of Payments in International Finance3. History of Money & Finance4. Globalization & Multinational Firms5. Foreign Exchange Markets6. Currency Changes in International Finance7. International Capital Markets8. Risk Management in International Finance9. Hedging & Strategic Decision Making10. Capital & International Financial Management11. International Financial Scams & Crises

7.3 Strategic Human Resources Management

Course Objective	The course objective is to evaluate strategies used in human resources as they relate to concepts such as employment laws, employee motivation techniques, and how diversity can impact the workplace.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Compare the different theories of human resource management• Evaluate the laws that protect employees and identify their rights• Appraise the role of diversity and multiculturalism in the workplace• Distinguish between the different methods of recruiting and selecting employees• Compare the types of employee compensation and benefits• Analyze the key features of organizational training programs• Summarize the different theories developed to motivate employees• Connect how employee value can create a competitive advantage for companies• Categorize and justify the metrics and analytics involved in strategic human resource management
Course topics	<ol style="list-style-type: none">1. Strategic Human Resource Management2. Human Resource Management Theory3. Employment Law & Rights of Employees4. Equal Employment Opportunity5. Workplace Diversity & Multiculturalism6. Recruiting & Selecting Employees7. Employee Benefits & Compensation8. Collective Bargaining & Unions9. Organizational Training Programs10. Employee Motivation Theory11. Performance Management12. Employee Value & Competitive Advantage13. Human Resource Management Around the World14. Human Resource Metrics & Measurement

7.4 Corporate Communication Strategies

Course Objective	The course objective is to equip you with communication tools and resources for the workplace, from everyday correspondence to special presentations. You will learn successful workplace communication methods in terms of writing, speaking, and more.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Upon completion of this course, student will be able to:• Identify the types of communication common in the workplace• Communicate appropriately with different social and cultural groups• Understand the roles of listening, nonverbal communication, and verbal communication in group settings• Describe how business theories, ethics, and management styles help supervisors communicate effectively with employees• Plan, develop, and finalize messages appropriate for the workplace• Use appropriate visuals to enhance and strengthen workplace communication• Draft proper business reports and proposals that are ready for publication• Evaluate business presentations using common technological tools• Write a resume and cover letter customized to fit a particular job opening
Course topics	<ol style="list-style-type: none">1. Communicating in the Workplace2. Communication and Diversity3. Communicating in Groups4. Interpersonal & Group Communication5. Leadership in Management6. Roles and Responsibilities of the Supervisor7. Communication as a Supervisor8. Messaging in Business Communication9. Planning to Communicate in the Workplace10. Developing Your Message in the Workplace11. Completing Your Message in the Workplace12. Using Visuals in Workplace Communication13. Communicating with Technology in the Workplace14. Business Reports and Proposals15. Delivering Business Presentations16. Resumes and Cover Letters

7.5 Finance For Strategic Managers & Risk Management

Course Objective	The course objective is to teach students the foundations of risk management in the financial sector. Students will learn about types of financial risk and how to identify them, monetary policy, risk measurement methods, derivatives, insurance solutions, and financial risk management strategies.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Identify and differentiate the types of risks across various sectors of business• Characterize financial instruments and analyze how they are used to manage risk.• Understand the value various risk measurement methodologies and perform analyses such as risk-return, cost-benefit, target-profit, and break-even.• Explain the origins of the Great Recession and the factors that lead up to it.• Evaluate and analyze the risks a company faces and create a plan to manage those risks.• Calculate investment risk and return using the CAPM and defend if an investment is worth its risk.• Conduct a risk assessment that examines risk tolerance, requirement, and capacity.
Course topics	<ol style="list-style-type: none">1. Foundations of Risk & Risk Management2. Enterprise-Level Risk3. Investment Risks4. Identifying Financial Risks5. Risk Measurement & Metrics6. Value at Risk7. Risks in Planning & Accounting8. Regulatory Responses to Risk Management9. Insurance Solutions in Risk Management10. Decision Making, Biases & Risk

7.6 Quantitative Analysis & Methods

Course Objective	In this course, you will learn how managers use data to help them make well-informed business decisions as well as some insight as to why managers might use these along with other decision-making models and simulations to solve problems associated with everything from purchasing and production to inventory and project management.
Learning outcomes	Upon completion of this course, you will be able to apply the following: <ul style="list-style-type: none">• Decision-making models and approaches• Static and dynamic simulation• Approaches to inventory management• Queuing theory and waiting line models• Probability data and decision analysis• Project planning stages and scheduling• Applications of linear programming• Transportation and assignment problems
Course topics	<ol style="list-style-type: none">1. Quantitative Decision Making and Risk Analysis2. Simulation in Quantitative Analysis3. Inventory Models4. Waiting Line Models & Queueing Theory5. Decision Analysis in Business6. Project Scheduling & Management7. Integer Programming8. Linear Programming9. Sensitivity Analysis in Business10. Linear Program Applications11. Distribution & Network Models

7.7 Strategic Marketing

Course Objective	The course objective is to examine the principles of marketing, including marketing philosophies, research, marketing channels, consumer behavior theory and pricing strategy.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Diagram and analyze the 4 Ps of marketing: product, place, price, and promotion• Explain and evaluate marketing philosophies, including market and sales orientation• Illustrate how marketers establish and analyze competitive advantage• Analyze global marketing and diagram concerns about marketing in foreign markets• Model consumer behavior theory and the decision-making process• Differentiate between business and consumer marketing• Diagram product life cycles and the process for creating new products• Demonstrate comprehension of and differentiate between services and goods• Differentiate between promotion, advertising, and public relations• Distinguish between relationship selling and traditional methods
Course topics	<ol style="list-style-type: none">1. Marketing Philosophies and Ethics2. Competitive Advantage3. The Marketing Environment4. International Marketplace5. Consumer Decision Making6. Business Marketing and Marketing Research7. Segmentation and Product Marketing8. Managing a Product and Retailing9. Services Marketing, Marketing Channels & Supply Chain Management10. Promotion, Advertising and Public Relations11. Selling and Pricing Strategy

7.8 Entrepreneurship

Course Objective	The Entrepreneurship course objective is to gain an understanding of business management, including historical and current management theory, types of managers and roles of managers in an organization.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Understand how to translate a personal vision into a business vision• Explain what entrepreneurs are and their shared skills and personal characteristics• Describe how to identify the best fit customer for a product or service• Summarize the key steps in starting your own business• Describe the different methods for delivering a product or service to market• Explain the purpose and key components of a business plan.• Identify the range of marketing options available to an entrepreneur• Identify the environmental trends that are instrumental in creating business opportunities.• Compare and analyze the methods used for sustained growth in a business• Describe the key ethical and legal considerations for entrepreneurs
Course topics	<ol style="list-style-type: none">1. Entrepreneurship in the Economy2. Business Basics for Entrepreneurs3. Starting a Business Overview4. Types of Business Structures5. Teams in Business6. Business Plans for Entrepreneurs7. Understanding Customers as a New Business8. Dynamic Business Environments9. Growth & Opportunity for Entrepreneurs10. Marketing & Sales Strategies11. Business Pitches for Entrepreneurs12. Business Financing for Entrepreneurs13. Understanding Business Taxes14. Financial Planning for Entrepreneurs15. Overview of Business Ethics

7.9 International Business

Course Objective	In this course, you'll study topics including international trade, global economic development, currency and exchange rates. You'll also examine global marketing, the impact of globalization on business and business ethics on a global scale.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Explain the concept of globalization in the 21st century• Analyze the major impacts of globalization on economies at different stages of development• Explain the concept of Cultural Intelligence (CQ) and the importance of cultural considerations in global business communication• Identify the financial, legal and political factors to be taken into consideration by international businesses• Explain how the major international financial and trade organizations and agreements affect global business• Compare and contrast the different strategies for international business market entry• Describe the strategies for and components of international market opportunity assessment and planning• Explain how currency exchange rates affect economies and business decisions• Compare and contrast the different approaches to international business organization
Course topics	<ol style="list-style-type: none">1. Introduction to International Business2. How Culture Affects International Business3. Communication & Decision-Making in Global Business4. Global Economic Development5. Key Factors in International Trade6. International Trade Management & Regulation7. Exchange Rates & Currency Changes8. International Finance & Accounting9. International Market Entry Strategies10. Global Marketing and R&D Strategies11. International Operations Management12. Management & Human Resources in International Business13. Impact of Globalization on Organizations14. Impact of Globalization on Countries15. Global Business Ethics16. Future of Globalization

7.10 Personal Development For Leadership

Course Objective	Learn about different leadership styles, management functions, conflict resolution and the traits of effective leaders.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Understand and evaluate the characteristics and the role of leadership in the business environment.• Analyze business leadership management methods, styles and strategies utilized in effective business leadership.• Assess leadership practices, controls, communication skills and decision-making skills.• Identify the relationship between business leadership and management in business.• Evaluate leadership in international and culturally diverse business environments.• Describe how leaders resolve workplace conflict in a business setting.• Identify the ethical, legal, and social responsibilities in leadership management.
Course topics	<ol style="list-style-type: none">1. Basics of Leadership in the Workplace2. Leadership Styles & Traits3. Leadership & Management Functions4. Effective Leadership & Leadership Theories5. Decision-Making in Leadership & Business6. Communication in Leadership7. Ethical, Social & Legal Responsibilities of Leadership8. Leading Work Groups & Teams9. Managing Conflict & Conflict Resolution10. International Business Leadership

7.11 Developing Organizational Vision

Course Objective	The objective of this course is to understand how communication, corporate vision, company culture and globalization all affect the ways that leaders approach organizational change.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Analyze the meaning of leadership, how leaders function leaders as change agents and their role in organizational change.• Evaluate the major internal and external factors that drive organizational change.• Compare and contrast the key leadership theories and their relevance to organizational change.• Describe the barriers to change within an organization and strategies to address them.• Explain the concept of corporate culture and its effect on organizational change.• Compare and contrast leadership styles and how they align with effective organizational change.• Analyze the concepts of vision and mission in the context of organizations.• Explain the meaning of organizational change and models of change.• Explain the role of communication in successful organizational change.• Connect the effects of globalization and global change to organizational change.
Course topics	<ol style="list-style-type: none">1. How Leadership Affects Organizational Change2. Leadership Theories & Organizational Change3. Types of Leadership in Business4. Power & Leadership in Business Organizations5. Choosing Organizational Structures6. Change Factors in Organizations7. Management Functions & Organizational Change8. Organizational Change Theories9. Strategies for Implementing Changes in Business10. Communicating Change in Business11. Organizational Change & Company Culture12. Corporate Vision, Mission & Change13. Issues in Leading Organizational Change14. Globalization & Organizational Change

7.12 Managerial Accounting

Course Objective	The objective of this course is to give you a foundational understanding of accounting. You will learn to identify and describe various accounting methods as well as how to use and interpret basic accounting tools such as budgets, cost and profit analyses, the activity-based costing process, financial statements, income statements, and balance sheets.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Define and compare managerial accounting functions, processes and responsibilities• Distinguish between cash management, auditing and financial reporting methods• Understand cost classifications and formulas, and calculate cost and profit analyses• Evaluate cash flow, income statements and inventory and costing systems• Describe the activity-based costing process• Identify and distinguish between the components of budgets and standard cost evaluations• Examine accounting reporting tools and reporting responsibilities• Learn how to analyze and make decisions regarding costs, investments, budgeting, spending and cash flow• Explain how financial statements, income statements, balance sheets and cash flow statements are prepared and used• Interpret and analyze various types of financial statements
Course topics	<ol style="list-style-type: none">1. Overview of Managerial Accounting2. Cost Types3. Cost Behavior Analysis & Cost-Volume Profit4. Job-Order Costing & Process Costing5. Basics of Activity-Based Costing6. Budgeting & Standard Costs7. Reporting Systems & Structures in Accounting8. Short & Long-Term Decision-Making in Accounting9. Basics of Financial Statement Analysis

7.13 Organizational Behavior

Course Objective	In this course, you will learn to analyze the role of leadership as a part of organizations and organizational behavior, with special focus on management, personality, motivation, communication, conflict, and change.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> • Classify and analyze effective leadership, trustworthy leadership, contingency theory, positional power, and personal power • Illustrate the benefits and challenges of managing a diverse workforce surrounding issues of gender, age, disability, and culture • Differentiate personality types, attitudes, and perceptions, and consider how they affect job satisfaction and workplace behavior • Break down and distinguish motivational theories, reward systems, empowerment, and involvement programs • Discuss and generalize about group vs. individual behavior, decision making, thinking, performance, and problem solving • Dissect sources and types of conflict, conflict resolution, mediation and arbitration, and the five steps of negotiation • Outline and compare organizational structures and designs, including boundary-less organizations and lean organizations • Consider the ethical issues surrounding social responsibilities and business decision within an organization • Evaluate and explain factors that cause change, how to overcome barriers to change, and apply Lewin's 3-stage model of change and Kotter's 8-step change model to an organization
Course topics	<ol style="list-style-type: none"> 1. Overview of Organizational Behavior 2. Leadership in Organizations 3. Management Process & Strategy 4. Diversity & Social Issues in Leadership 5. Personality in Organizations 6. Attitudes & Values in Organizations 7. Perception & Attribution in Organizations 8. Employee Morale & Motivation 9. Motivation Theory 10. Types of Workplace Communication 11. Work Teams & Group Behavior 12. Team Decision Making 13. Conflict in Organizations 14. Organizational Structure & Design 15. Job Design in Organizations 16. Organizational & Company Culture 17. Business Ethics & Issues 18. Change in Organizations 19. Globalization & Organizational Behavior

7.14 Globalization & International Management

Course Objective	The course objective is to understand, analyze, and apply the concepts of business, management skills, and market strategies on the international and global scale
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Consider how the global business environment affects businesses, factoring in competition, marketing strategies, and outsourcing• Evaluate the requirements for leading and managing a diverse workforce and assess the characteristics of international managers• Compose and lead a team of remote workers, and apply strategies to communicate and collaborate effectively• Assess the effects of globalization on organizations, taking into account diverse structures and cultures, as well as the challenges human resource management will face• Connect business law, government, and society with global trade and business• Analyze the foreign currency exchange, exchange rates, currency depreciation and appreciation, the balance of trade and payments, purchasing power, the Big Mac Index, and the costs of doing business abroad• Summarize the role of culture and ethics in international management, focusing on Hofstede's cultural dimensions theory as well as on negotiating cultural conflicts and making ethical business decisions• Break down the history of social responsibility, levels of corporate social responsibility, the concept of serving the bottom of the pyramid, different points of view on global sustainability, and triple bottom line framework• Judge how worldwide changes will affect business globalization and the global marketplace.
Course topics	<ol style="list-style-type: none">1. Global Business Environments2. Global Leadership & Management3. Virtual Teams & Project Management4. Effect of Globalization on Organizations5. Global Trade & Business Law6. Global Business, Government & Society7. Foreign Exchange Market & Purchasing Power8. Global Marketing Basics9. Crisis Management and International Business10. Culture & Ethics in International Business11. Social Responsibility in Corporations12. Changes in the Global Marketplace

7.15 International Marketing

Course Objective	The course objective is to describe and analyze global expansion, international competition strategies and leadership practices within global business.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none"> Analyze and evaluate their global perspective and understanding in relation to and respect for the economic, cultural, political and technical environments and of global organizations, consumers and the regions in which they are located. Apply import, export, and sourcing strategies for marketing goods and services globally. Analyze the difference in applying global market entry strategies including licensing, investment and strategic alliances. Identify, select and evaluate market segmentation, positioning and target identification strategies within global arenas. Evaluate the 4P framework of marketing (Product, Price, Place and Promotion) to products and services offered within global markets. Utilize strategic marketing planning principles to develop product and service solutions that meet global or country-specific needs. Apply the SWOT (Strengths, Weaknesses, Opportunities and Threats) Model to the global marketing arena, while analyzing each of the external environmental variables (Social, Cultural, Political, Legal, Technological) in terms of its application within another culture or cultures from a global perspective. Analyze the differences and impacts of marketing products and services within varying global trade environments, including regional market characteristics and preferential trade agreements like the European Union, NAFTA, Free Trade Area of the Americas, MERCOSUR, ANDEAN, and Asian market agreements. Analyze and interpret the social and cultural environments, including respect for local values and customs, of countries and societies into which an organization may choose to market its products or services.
Course topics	<ol style="list-style-type: none"> 1. Benefits and Impacts of Business Globalization 2. Competition Strategies for Existing and Emerging Markets 3. International Trade Policies and Regulations 4. Expansion into The Global Market 5. The Marketing Mix for International Markets 6. Global Marketing Techniques and Research 7. Ethical Issues in Global Marketing 8. Global Logistics Systems and Trends 9. Management Strategies in The Global Business World

7.16 Research For Strategic Development

Course Objective	Critical thinking and other forms of strategic thinking are often talked about, but they remain elusive targets for those who have no formal training in applying their principles. This course is designed specifically to augment your corporate training program with a step-by-step guideline for thinking through complex problems and applying thinking strategies which are appropriate to the specific problem your team needs to solve.
Learning outcomes	<p>Upon completion of this course, you will be able to:</p> <ul style="list-style-type: none">• Encourages creativity: Your employees will learn to explore solutions they may otherwise never consider or reject out of hand.• Deepens perspectives: Your staff will not only think broader but also deeper to analyze problems and proposed solutions thoroughly and objectively.• Expands collective interests: Managers who employ all of the strategic thinking tools at their disposal will regularly elicit and employ feedback from their employees, encouraging an environment where all employees are valued as part of the decision-making process.
Course topics	<ol style="list-style-type: none">1. Definition and application of strategic thinking principles2. Habits strategic thinkers exhibit3. Attributes of strategic thinkers4. The basics of organizational change5. Organizational change planning and management6. Skills necessary for change leadership7. The applications of change leadership