

# DAY 1: The Background to International Trade

- What is International Trade?
- Why is it so important?
- The driving forces of and factors affecting Internationalization?
- The barriers to international trade
- The country and global associated risks
- The reasons for failure
- Domestic versus International Planning
- The advantages and benefits of International Trade
- Mind Mapping International Trade

## DAY 2: International Trade In Practice & The Global Business Environment

- The GBE factors and effects
- The Trading Blocs and World Trading Patterns – Globalization & Ethical Behavior
- Import Controls and Procedures
- Foreign Investments and Exchange
- International Law and Legal Issues
- Licensing & Joint Ventures
- Intellectual Property
- Buyer – Seller Relationships
- Corporate Governance Models
- Environmental Issues

## DAY 3: International Dimensions of Organizational Behavior

- Cultural Dynamics and Cross-Cultural Management
- Do Cultural Differences Affect the Organization and its structure?
- Communicating Across Cultural Barriers
- Cross-Cultural Leadership, Teams and Decision Making
- Motivating Across Cultures
- Negotiating Across Cultures
- Managing Global Managers

## DAY 4: International Strategy and Marketing

- Analyzing International Markets and Sources of Information
- Analysis Models – PESTLE/SWOT/Porter's 5 Forces/7S
- Market Screening and EMPS (The Doole Model)
- Global Consumer Behavior
- Exporting Versus International Niche Marketing
- Initiation and Development of International Product Portfolios

- International Communications Programs
- The Route to market – International Distribution Channels
- Market Entry and Pricing Strategies – The Export Price Builder
- Risk and Control

#### DAY 5: The Principles and Technical Terms of International Trade

- The Export Order Process
- Incoterms → Documentation/Certification/E Commerce
- Moving the Goods
- Payment Methods, Trade Finance and Credit Risk