

# Learning Objectives

## International Trade Management Course Objectives

- Apply an understanding of key international trends in the development of a global strategy and international business plan
- Determine the competitive advantages of a company in the global market and design a suitable corporate structure for international business success
- Prepare an international business plan

### ***Chapter 1: Global Economic Trends and Drivers—New challenges for managers***

- Demonstrate how managers need to anticipate, plan for and respond to the main trends driving change in the international economy
- Illustrate how decision-making techniques are used in the management of international trade

### ***Chapter 2: Managing for International Competitiveness—Understanding your advantages***

- Identify sources of competitive advantage in the international marketplace
- Apply the sources of competitive advantage to a specific company or business
- Illustrate how to position a company vis-à-vis its competitors

### ***Chapter 3: The Manager As Planner—Developing a global vision***

- Apply the concepts of vision and strategy to planning and operations in an international enterprise
- Demonstrate how to develop a corporate strategy
- Demonstrate how to link a broad global vision to a long-term strategy and a practical short-term action plan

### ***Chapter 4: The Manager As Organizer—Making trade happen***

- Apply the organizational elements that support international trade activities
- Compare the organizational models typical of international trade
- Illustrate the roles and qualities expected of a manager in the role of an enterprise organizer

### ***Chapter 5: Managing Corporations and Strategic Alliances—Don't try this alone***

- Demonstrate how international partnerships have changed the corporate landscape
- Apply different types of partnership models to specific enterprises
- Use the key factors involved to enter into, manage and maintain successful partnerships

### ***Chapter 6: Managing International Risk—Navigating in dangerous waters***

- Illustrate how key risks affect international trade
- Apply mitigation strategies that can avert or minimize risk
- Demonstrate how performance measurement can be used to manage risk

### ***Chapter 7: Controlling the International Organization—Enabling technologies for the manager***

- Illustrate which enabling technologies are most relevant to international trade management
- Demonstrate how technologies can be sourced, designed and deployed in an enterprise
- Use technologies for planning, process optimization and risk management

**Chapter 8: A Global Approach to Managing Money—The root of all commerce**

- Demonstrate how an international company's finances can be affected by external factors
- Evaluate an opportunity in terms of the investment required
- Define the amount and type of financing required

**Chapter 9: Managing for International Innovation—Creating new value for customers**

- Identify and apply innovation potential within a company
- Demonstrate how innovation can be managed to enhance operations of a global enterprise
- Apply the resources available to identify innovations as well as potential innovation partners

**Chapter 10: Managing a Multinational Workforce—Accommodating cultural differences**

- Outline critical factors to the development of human resources in support of international trade
- Apply cultural factors in the creation of a harmonious workforce
- Use an understanding of cultural difference to address challenges arising from the employment of an international workforce

**Chapter 11: The Manager as Communicator—Getting the message across**

- Illustrate the use of communication vehicles within a corporate environment
- Apply communication techniques specific to corporate objectives in setting strategic directions and resolving problems

**Chapter 12: The Manager as Leader—Inspiring global commitment**

- Illustrate what leadership qualities are relevant to an international enterprise
- Demonstrate how an understanding of leadership can motivate employees
- Apply the recognized characteristics of leadership to management challenges in international enterprises