

Truly Global Focus. Truly Global Delivery.

Executive Certificate in Global Business Essentials

Develop a well-rounded business skill set to drive actionable results by enhancing your global business knowledge. Improve your understanding of global business focused specifically on marketing, leadership, and finance to increase your effectiveness and marketability. The three-course online certificate program consists of:

APPLIED MARKETING STRATEGY

- Recognize how the stages of a country's development influence your organization's business model and marketing decisions.
- Observe the ever-changing global landscape and trends, and how that will influence your organization's ability to implement a global action plan.
- Identify market segments, customer profiles, and global segments that exist by evaluating profitable global customers for your organization.

UNDERSTANDING GLOBAL LEADERSHIP

- Discover the traits and behaviors that will make you an exceptional global leader.
- Analyze how behavior affects the way a leader leads, and the necessary steps to move toward an integrative model of leadership.
- Understand the foundations to define leadership and lead across various cultures through cross-cultural intelligence.

APPLIED FINANCIAL MANAGEMENT

- Learn proven tactics for extracting information from financial statements to analyze the operating, investing, and financing activities of a company.
- Discover effective strategies to manage a firm's working capital in an efficient manner.
- Apply various valuation techniques to value securities and capital projects.

CERTIFICATE DETAILS

Get a world-class global education.
Anytime, anywhere.

TUITION COST (USD)

\$1,980 per course
\$4,752 per 3-course track (a 20% savings)
Corporate pricing available for groups
of three or more.

COURSE CREDIT

3 Continuing Education Units per course
9 Continuing Education Units per
executive certificate

VIEW THE DEMO

Experience the certificate programs at:
online.thunderbird.edu/demo

CERTIFICATE FACULTY



The Applied Marketing Strategy course was developed by Thunderbird Professor Lauranne Buchanan, Ph.D. Dr. Buchanan's expertise is in international marketing, channel management, and customer satisfaction and global value measurement.



The Understanding Global Leadership course was developed by Thunderbird Professor Christine Pearson, Ph.D. Dr. Pearson has over 20 years of experience and is highly sought after for her expertise in the academic and business sectors.



The Applied Financial Management course was developed by Thunderbird Professor Lena Booth, Ph.D. Dr. Booth's excellence and dedication in teaching has earned her several recognitions including best professor in the Thunderbird Global On-Demand Program.

Comprehensive curriculum. Quality instruction.

WHY THUNDERBIRD ONLINE

World-class continuing education from Thunderbird, the world's #1 ranked school in international business. Professional development on your schedule with 100% online content. Access to the highest quality academic experience with no related travel expense.

CERTIFICATE FACULTY

Thunderbird's faculty are recognized for their innovative teaching methods, global best business practices, ground-breaking research and commentary, and viewpoints on all aspects of international business.

ENHANCE YOUR GLOBAL SKILL SET

Thunderbird Online's facilitated professional development programs are designed for busy professionals around the globe including:

🌐 WORKING PROFESSIONALS:

Improve your marketability in today's competitive global marketplace

🌐 EXPERIENCED EXECUTIVES:

Further expand your knowledge in a specific global business focus area

🌐 POTENTIAL DEGREE CANDIDATES:

Get a sample of the top-ranked Thunderbird degree curriculum



CERTIFICATE FORMAT

Each 8-week online course consists of:

- 2 - 3 hours of content per week
- Video lectures & podcasts
- Case studies & vignettes
- Interactive, multimedia activities
- Quizzes & checkpoint questions
- Facilitated discussion forums
- Global networking opportunities
- End-of-course assessment

PARTICIPANT TESTIMONIAL

"I chose a Thunderbird Online certificate because of the quality and structure of the courses. The material and information have immediate applicability to my job. The online learning programs allow me the flexibility to do the work according to my schedule within the week. I have been very impressed by the quality instruction and the structure of the online classes."

Certificate Format



Coursework and learning objectives:

Each weekly course segment clearly indicates the week's specific learning objectives, interactive activities, video lectures, and case studies.



Lecture capture software:

Thunderbird faculty lectures and presentations reinforce your weekly learning material.



Interactive multimedia activities:

Interactive activities are designed to provide you with a hands-on approach to strengthen your understanding of the course material.



Case studies:

Intensive case analyses enable you to apply the concepts learned to real-life examples.



Facilitated discussion boards:

Forums are facilitated by subject matter experts and are designed to promote discussion with your fellow global business professionals.



Quizzes and assessments: Online quizzes and checkpoint questions help to determine your understanding of the course material.

ABOUT THUNDERBIRD

Thunderbird is the world's #1 ranked school of international business with nearly 70 years of experience developing leaders with the global mindset, business skills, and social responsibility necessary to create real, sustainable value for organizations, communities, and the world. Learn more: www.thunderbird.edu



A unit of the Arizona State University Knowledge Enterprise



Syllabus

Course 1: Applied Marketing Strategy

Week 1: Course Overview

- Understand marketing as it relates to developing relationships and identifying customer needs.
- Identify what global marketing is and understand the nature of the customers, competitors, and value chain members.
- Distinguish what a situation analysis is, and how to adapt to the customers needs.

Week 2: Understand Your Company

- Understand how to analyze a company to understand its market.
- Differentiate between emerging, developing, and mature markets.
- Explore how different business models affect marketing decisions.

Week 3: Identify Your Customers

- Understand what marketing segmentation is by identifying commonalities within a group of people and determining how they respond to the marketing program.
- Develop a 360-degree customer profile as it relates to a successful marketing program.
- Learn how to identify profitable customers.

Week 4: Understand Your Customers

- Understand the customer decision-making process.
- Clarify how the customer experience impacts marketing decisions.
- Identify the primary value drivers for market segments.
- Interpret how cultural differences impact the customer decision-making process.

Week 5: Develop a Competitive Difference

- Analyze industry attractiveness through the product life cycle and Porter's five forces of competition.
- Identify different levels of competitive sets.
- Distinguish different competitive strategies and how to find the best strategy for your organization.
- Develop a marketing audit, and create a positioning map.

Week 6: Select the Right Partners

- Define the process of how to identify and select channel partners.
- Explore the role of potential channel partners in your marketing strategy.
- Determine strategies for motivating your channel partners.
- Evaluate the performance of retailers in creating value for your customers, and a competitive advantage for your product.

Week 7: Leverage Country Differences

- Identify relevant country climate trends influencing your company's operations in a new market.
- Access resources for understanding various country climates or environmental factors.
- Analyze the effect these factors have on a company's ability to manage its relationships with customers, competitors, and value-chain members.
- Conduct a country climate/environmental analysis to strategically impact global marketing decisions.

Week 8: Use the Situation Analysis to Inform Marketing Decisions

- Complete a SWOT analysis by compiling the internal analysis with the external environment.
- Develop a marketing objective, strategy, and positioning statement.
- Use the situation analysis to identify key external opportunities and threats.
- Evaluate potential strengths and weakness of alternative marketing decisions.



Syllabus

Course 2: Understanding Global Leadership

Week 1: The Role of the Leader

- Identify traditional differences between leader and manager roles.
- Understand a leader's roles in today's uncertain times, including: sensemaking, visioning, relating, and inventing.
- Apply and differentiate a leader's roles in actual workplace scenarios.
- Learn how to apply a process to read like a leader, also known as "reading a business book in an hour."

Week 2: Leading with Vision

- Describe what an organizational "vision" is comprised of including those characteristics that make it compelling to stakeholders.
- Discover "BHAGs" and their importance to leadership.
- Apply "vision" and "BHAG" concepts to Thunderbird's "Vision 2020," as well as Dr. Martin Luther King's "I Have a Dream" speech.

Week 3: Leading with Cultural Intelligence

- Describe the importance of cultural intelligence to today's global leaders.
- Identify characteristics that support cultural intelligence.
- Understand ways in which individuals can enhance their cultural intelligence.
- Further identify and recognize the rules of cross-cultural engagement.

Week 4: Leading with Level 5

- Learn what it takes for leaders to ascend to Level 5, including paradoxical personality characteristics.
- Analyze the behavior of Level 5 leaders that help companies achieve greatness:
 - First Who
 - Stockdale Paradox
 - Buildup-Breakthrough Flywheel
 - The Hedgehog Concept
 - Technology Accelerators
 - A Culture of Discipline
- Identify "The Window and the Mirror" concept of Level 5 leadership.
- Understand what individuals can do to ascend to Level 5 leadership.

Week 5: Leading by Letting Go: The Pull of Leadership

- Identify the difference between 'push' and 'pull' styles of leadership.
- Describe how the location of leadership within an organization has changed in recent decades.
- Understand how the shift within an organization supports greater need for 'pull' style of leadership.
- Distinguish the four elements needed to achieve employee empowerment.
- Describe the relationship between a leader's expectations of followers, and the likely effect on the followers' career progress and performance.

Week 6: Learning to Lead through Crucibles

- Define "crucibles" as it relates to leadership development.
- Develop your understanding of the relationship between crucibles and leadership development.
- Identify how crucibles can help you grow.
- Follow the experience of three leaders who overcame crucibles in their leadership journey.

Week 7: Leading through Crises

- Identify "crisis" as related to organizations.
- Enhance your understanding of crisis management.
- Identify the 4 W's model, including the key elements of each of the 4 W's.
- Distinguish why global context creates both danger and opportunity in regard to crisis management.

Week 8: Leading Authentically

- Define the meaning and importance of "authenticity" for leadership.
- Discover the findings of five decades of leadership research regarding the skills, traits and styles common to effective leaders.
- Complete an exercise to help you better understand your authentic leadership preferences.

Syllabus

Course 3: Applied Financial Management

Week 1: Overview of Corporate Financial Management

- Describe the goal of a corporate firm
- List the types of information items needed to make investment decisions
- Understand how an investment creates value
- Differentiate between cash flow and profits
- Identify internal and external sources of financing
- Identify the various sources of short-term financing

Week 2: Understanding Financial Statements

- Identify the various components of the financial statements
- Understand the purpose of each of the financial statements
- Determine the financial health of a firm through these financial statements
- Appreciate the usefulness of financial statements to a global manager

Week 3: Working Capital Management

- Describe two types of working capital strategy
- Determine if trade discount should be taken
- Examine various ways of managing accounts receivable
- Explain how to do a credit analysis and the five Cs of credit
- Examine the different ways to manage inventory

Week 4: Financial Analysis

- Perform a working capital analysis to identify a firm's areas of strengths and weaknesses
- Determine if a firm is meeting its financial goals and provides adequate return to its investors
- Analyze the financial performance of a firm over time and compared to its industry peers
- Recognize the importance of financial analysis in managers' performance evaluations
- Identify the various sources of short-term financing

Week 5: Time Value of Money

- Recognize the importance of time value of money
- Differentiate stated and effective annual interest rate
- Classify the different streams of cash flows into perpetuity, growing perpetuity, or annuity
- Calculate future and present values of different streams of cash flows
- Apply different time value money concepts to real life situations

Week 6: Valuing Securities

- Identify and value the different types of bonds
- Determine the yield to maturity of a bond
- Differentiate between the different types of interest rates
- Ascertain what determines a yield curve
- Value stocks using various approaches

Week 7: Investment Analysis

- Estimate cash flows needed in an investment analysis
- Describe the various investment techniques, namely NPV, IRR, payback period, and profitability index
- Recognize the pros and cons of each investment technique
- Determine the best technique to use under different circumstances

Week 8: Evaluating an Investment Project

- Identify the key elements to keep in mind when determining cash flows
- Apply the various investment techniques to determine if a project is worth taking
- Recognize the importance of strategic and competitive factors before deciding on a project
- Perform sensitivity and break-even analyses to improve decision making