

GLOBAL BUSINESS STRATEGIES

"Learn to navigate global markets and drive strategic growth in an interconnected world."

Schedule

Date	Venue	Fees (Online)
23 Jul 2026	Online	USD 450 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In an increasingly globalized economy, businesses must adopt strategies that cater to diverse markets and competition. This 1-day online course on global business strategies will provide professionals with the essential tools to formulate and execute strategies that enable businesses to thrive in international markets. Participants will learn about key global business models, market entry strategies, and the factors that influence international competition.

The course will explore best practices for expanding a business globally, managing cross-cultural teams, and adapting strategies to different business environments. Through practical insights and case studies, participants will be equipped to make informed decisions that will shape the future of their organizations in the global market.

Objectives

By the end of this course, participants will be able to:

- Understand the key drivers and challenges of global business strategies.
- Identify the most suitable market entry strategies for international expansion.
- Adapt strategies to different cultural, economic, and political environments.
- Analyze and manage global competition effectively.
- Formulate strategies for global market positioning and long-term growth.

Why Attend

- Gain a comprehensive understanding of global business trends and challenges.
- Learn how to assess and select the best market entry strategies for your business.
- Develop strategies to compete successfully in international markets.
- Enhance your leadership skills in managing cross-border operations.
- Equip yourself with practical tools to adapt to diverse business environments.

Target Audience

This program is designed for:

- Business owners and senior managers aiming to expand into global markets.
- Strategy professionals and consultants looking to refine their global strategy skills.
- Marketing and sales managers working in international markets.
- Professionals involved in international business operations or trade.

Individual Benefits

Key competencies that will be developed include:

- Understanding the complexities of global business environments.
- Knowledge of global market entry and expansion strategies.
- Expertise in managing international competition.
- Skills to adapt strategies to different cultural and business environments.
- Ability to lead successful global business initiatives and operations.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced strategic thinking for international market expansion.
- Ability to evaluate global markets and select the right entry strategy.
- Skills to manage and adapt business strategies to diverse environments.
- Increased ability to make informed decisions that drive global growth.
- Better alignment of global operations with business goals and objectives.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Insights into global business strategies, market dynamics, and models.
- Case Studies - Real-world examples of successful global business strategies.
- Workshops - Group exercises to develop strategies for international market entry.
- Peer Exchange - Discussions on the challenges and solutions in global business.
- Tools - Templates and frameworks for developing global strategies.

Course Outline

Training Hours: 9:00 AM – 4:00 PM **Format:** 3 Learning Modules | Breaks: 11:00 & 2:00

Day 1: Global Business Strategies for International Growth

- Module 1: Understanding Global Business and Market Trends (09:00 – 11:00)
 - Key drivers of globalization and international business.
 - Current global market trends and their impact on business strategies.
 - Challenges of doing business in diverse markets.
- Module 2: Market Entry Strategies for Global Expansion (11:15 – 1:15)
 - Evaluating market entry options (e.g., joint ventures, licensing, direct investment).
 - Factors influencing market entry decisions (cultural, economic, political).
 - Case studies on successful global market entries.
- Module 3: Competing and Positioning in Global Markets (2:00 – 4:00)
 - Strategies to compete effectively in global markets.
 - Adapting business models to fit local market conditions.
 - Managing cross-cultural teams and overcoming international competition.

Certification

Participants will receive a Certificate of Completion in Global Business Strategies, validating their expertise in crafting and implementing strategies for international business growth.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training

Interested in running this course for your team?

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