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CERTIFIED

GLOBAL  
LEADERSHIP  
CONSULTANTS

PLANNING AND STRATEGY MANAGEMENT | COURSE

# Certificate in Global Business Strategy (CGBS)

## UK

+44 33 000 111 90

[info@informattech.co.uk](mailto:info@informattech.co.uk)

<https://informattech.uk>

63-66 Hatton Garden Hatton Garden

EC1N 8LE, London

## NL

+31 85 74 444 46

[info@informattech.nl](mailto:info@informattech.nl)

<https://informattech.nl>

Waarderweg 50 - 2031PB

Haarlem - Netherlands

Tel : +44 (33) 000 111 90

Our mailing address is:  
63-66 Hatton Garden, EC1N 8LE, London

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# Course content

## Why Attend

In an increasingly interconnected world, businesses must venture beyond their borders and keep pace with competitors already embracing global expansion. This course investigates the distinct challenges and opportunities that arise from conducting business across national boundaries and demonstrates how organizations can formulate effective strategies to excel in international markets. Participants will be introduced to topics such as the international business environment, market entry strategies, cross-cultural management, performance management in global businesses, and global strategies for emerging markets.

This course uses hands-on practical exercises to enable participants to develop essential skills for global business strategy. Participants will work in teams to build their strategies and engage in group discussions and interactive activities to facilitate knowledge-sharing and the exchange of best practices.

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

- Analyze the global business environment and understand its impact on business strategy
- Evaluate different international market entry strategies and assess their suitability for various industries and companies
- Assess the various performance management tools that can be used in global businesses
- Align an organization's vision, mission, and values to the global business strategy
- Identify factors influencing global business strategy in emerging markets and recognize the impact of future trends

Professionals, executives, managers, and business owners who aim to expand their organizations' operations to global markets or improve their knowledge on how to take their business strategy to the international level.

- Analyzing global markets
- Assessing global markets entry strategies
- Understanding cross-cultural challenges
- Managing performance in global business
- Implementing global business strategy in emerging markets



# Course content

## Why Attend

- Identifying future trends in global business strategy

## Course outline

### Module1. Introduction to Global Business Strategy

- Defining global business strategy
- The importance of global business strategy
- The global economic environment
- Political, cultural, and social factors that impact global businesses
- Technological and legal factors in global business

### Module 2. International Market Entry Strategies

- International market entry modes: Pros and cons
- Factors to consider when selecting a market entry mode
- The importance of strategic alliances in global business
- Forms of strategic alliances
- Selecting a strategic partner

### Module 3. Performance Management in Global Business

- Definition and importance of performance management
- The role of performance management in global business
- Factors affecting performance management in global businesses
- Measurement systems and KPIs for global businesses
- Performance measurement frameworks

### Module 4. Global Business Strategy Implementation



# Course content

## Course outline

- Challenges faced during implementation
- Key components of global business strategy implementation
- Aligning organizational vision, mission, and values
- The importance of effectively implementing global business strategies
- Key success factors in global business strategy implementation

## Module 5. Practical Applications of Global Business Strategy

- Global business strategy in emerging markets
- The impact of technology on global business
- Global talent management
- Environmental and social responsibility strategy
- Future trends in global business strategy

# Seminar dates

## Available seminar dates

Live dates and pricing for Certificate in Global Business Strategy (CGBS) generated from the course details page.

| Date                   | Location                | Format    | Fee      |
|------------------------|-------------------------|-----------|----------|
| 7 - 11 September 2026  | Istanbul - Turkey       | Classroom | €2,280.- |
| 12 - 16 October 2026   | Vienna - Austria        | Classroom | €3,400.- |
| 9 - 13 November 2026   | Barcelona - Spain       | Classroom | €3,080.- |
| 14 - 18 December 2026  | Paris - France          | Classroom | €3,600.- |
| 18 - 22 January 2027   | Munich - Germany        | Classroom | €3,400.- |
| 15 - 19 February 2027  | Amsterdam - Netherlands | Classroom | €3,400.- |
| 15 - 19 March 2027     | London - U.K            | Classroom | €3,360.- |
| 19 - 23 April 2027     | Istanbul - Turkey       | Classroom | €2,280.- |
| 17 - 21 May 2027       | Vienna - Austria        | Classroom | €3,400.- |
| 21 - 25 June 2027      | Barcelona - Spain       | Classroom | €3,080.- |
| 19 - 23 July 2027      | Paris - France          | Classroom | €3,600.- |
| 16 - 20 August 2027    | Munich - Germany        | Classroom | €3,400.- |
| 20 - 24 September 2027 | Amsterdam - Netherlands | Classroom | €3,400.- |
| 18 - 22 October 2027   | London - U.K            | Classroom | €3,360.- |
| 15 - 19 November 2027  | Istanbul - Turkey       | Classroom | €2,280.- |
| 20 - 24 December 2027  | Vienna - Austria        | Classroom | €3,400.- |