

# Executive Development Program

## Administration and Management in International Businesses





## Executive Development Program Administration and Management in International Businesses

- » Modality: online
- » Duration: 12 weeks
- » Certificate: TECH Global University
- » Credits: 10 ECTS
- » Schedule: at your own pace
- » Exams: online
- » Target Group: graduates and professionals with demonstrable experience in fields such as sales, marketing, and other similar areas

Website: [www.techtute.com/us/school-of-business/executive-development-program/executive-development-program-administration-management-international-business](http://www.techtute.com/us/school-of-business/executive-development-program/executive-development-program-administration-management-international-business)

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# 01 Welcome

Large multinationals and other companies operating in international markets must follow a series of requirements, both in terms of organization and legislation. Their implementation in globalized environments is generally more complex than at the local or national level, which is why specialization among the management staff plays a fundamental role. With this program, students will have access to the most relevant information on management in international companies, so that they can acquire the essential level of training that will allow them to access the most competitive positions in the market, establishing their companies as the most recognized in their sector



Executive Development Program in Administration and Management in International Businesses.  
TECH Global University



“

*The figure of the upright, inflexible and authoritarian manager has become obsolete. A new profile has emerged, one that is much more in line with new trends and stands out for being technologically savvy, practising active listening and being self-critical of their work"*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

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By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### Take on new responsibilities

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The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

The main objective of this TECH Global University program is to strengthen the skills and abilities of managers who move in a globalized environment and manage international companies. To this end, they will be provided with the keys that will enable them to identify and analyze business opportunities in these markets, as well as to understand and assume the risks involved. An essential program to quickly rise to the top of the professional elite



“

*Having international experience, ethical commitment, and business acumen are some of the most sought-after characteristics in executives today”*

**Your goals are our goals.**

**We work together to help you achieve them.**

The **Executive Development Program in Administration and Management in International Businesses** will train you to:

01

Design strategies to identify, analyze and develop business opportunities in international markets

02

Structure and manage international businesses







03

Analyze the political, economic, legal and cultural aspects of the international environment and their consequence on the success of the company

04

Identify the financial risks and opportunities involved in international business

05

# Structure and Content

The Executive Development Program in Administration and Management in International Businesses at TECH Global University is aimed at professionals who wish to develop as financial directors in public institutions, managers of corporate finance or investment projects, etc., or people who are already in this position, but who wish to update their knowledge with the latest information available on the market. A comprehensive curriculum that will be essential for your professional growth



“

*Take the definitive leap into the international market, thanks to the unique study opportunity offered by TECH”*

## Syllabus

The Executive Development Program in Administration and Management in International Businesses at TECH Global University has been designed to offer entrepreneurs and executives a unique learning opportunity, through which they will be able to understand the risks and opportunities of globalized markets. Thus, they will be able to establish international relationships that favor the growth of their companies in a fast, efficient and reliable manner

To this end, over the course of 250 hours of study, the student will analyze a multitude of practical cases that will be essential to obtain an overview of the sector, discovering the ins and outs of a profession that will bring significant benefits at a personal and professional level. Thus, the syllabus covers everything from organizational culture and business strategies to the implementation of the internationalization process

The content of the program has been developed with the needs and characteristics of today's students in mind and is therefore offered in a 100% online format. In this way, the student will be the only one empowered to self-manage their learning time, being able to access all the resources available on the virtual campus 24 hours a day and from anywhere in the world

This Executive Development Program is delivered over 4 months and divided into 3 big modules:

- Module 1** International Organization Culture
- Module 2** International Business and Strategy
- Module 3** Implementation of the Internationalization Process



### Where, When and How is it Taught?

TECH offers students the possibility to study this program completely online. Over the course of the 4 months, the student will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

## Module 1. International Organization Culture

### 1.1. Organisational Design

- 1.1.1. Organizational Culture
- 1.1.2. Designing the Organizational Structure
- 1.1.3. Competitive Advantage in Organizations

### 1.2. *Cross-cultural Management*

- 1.2.1. Cultural Dimension of International Management
- 1.2.2. Globalization in Business Management
- 1.2.3. Intercultural Leadership
- 1.2.4. Business, Government and Society

### 1.3. Management Control

- 1.3.1. Strategic Plan
- 1.3.2. Process of Management Control
- 1.3.3. Budgets and Measuring Results

## Module 2. International Business and Strategy

### 2.1. Corporate Strategy

- 2.1.1. Driving Corporate Strategy
- 2.1.2. Pacing Corporate Strategy
- 2.1.3. Framing Corporate Strategy

### 2.2. Strategic Management of International Business

- 2.2.1. Internationalization in the New World Order
- 2.2.2. The Influence of Culture on International Business
- 2.2.3. Market and Country Selection
- 2.2.4. Offshoring

### 2.3. Internationalization Strategies

- 2.3.1. Reasons and Requirements for Foreign Market Expansion
- 2.3.2. Strategic Partnerships in the International Expansion Process
- 2.3.3. Ways to Enter New International Markets

### 2.4. Internationalization Decisions

- 2.4.1. Market Research and Decision-Making
- 2.4.2. Choice of Location and Mode of Operation
- 2.4.3. Choice of the Appropriate Legal Form

## Module 3. Implementation of the Internationalization Process

### 3.1. Stages of the Internationalization Process

- 3.1.1. International Demand Analysis
- 3.1.2. Export Potential Diagnosis
- 3.1.3. Internationalization Planning
- 3.1.4. Export Stages

### 3.2. Internationalization by Type of Company

- 3.2.1. Product Companies and Service Companies
- 3.2.2. Internationalized Companies and Multinational Corporations
- 3.2.3. SMEs and their Internationalization Model

### 3.3. Obstacles to Internationalization

- 3.3.1. Legal Restrictions
- 3.3.2. Logistical, Financial and Commercial Obstacles
- 3.3.3. Obstacles to Direct Investment



# 06

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







“

*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

Our Executive Development Program in Administration and Management in International Businesses is aimed at professionals in the field of business who want to update their knowledge, discover new ways of managing their businesses in foreign markets and advance in their professional career. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities







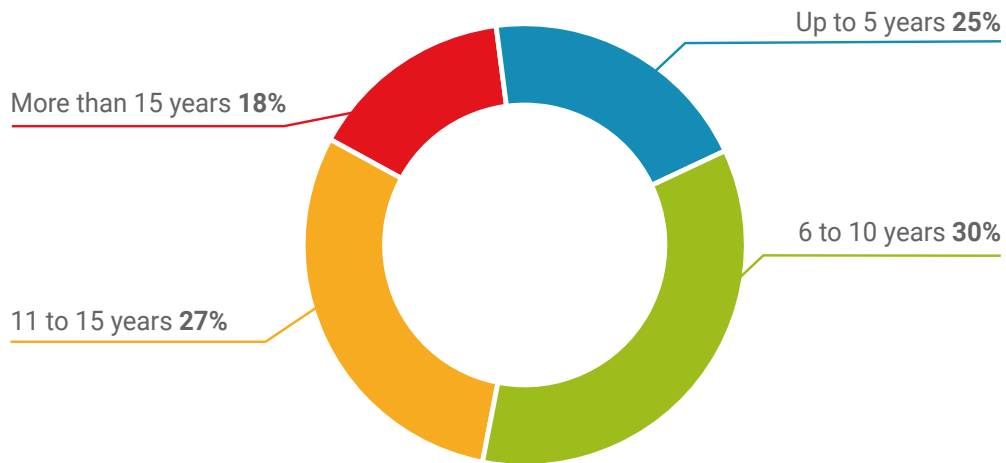
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*Access the most complete information on international businesses and open new doors to a more globalized and competitive market”*

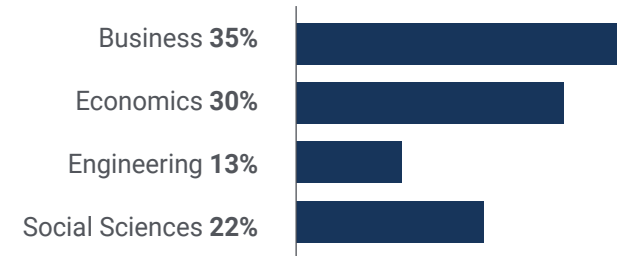
### Average Age

Between **35** and **45** years old

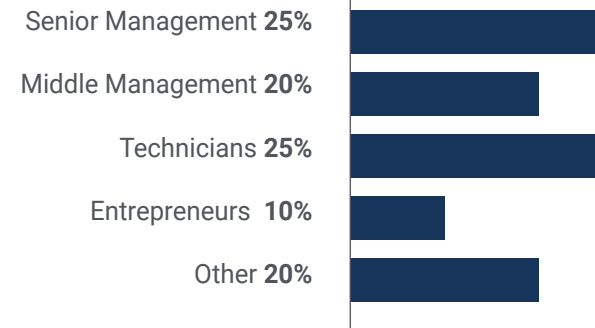
### Years of Experience



### Training

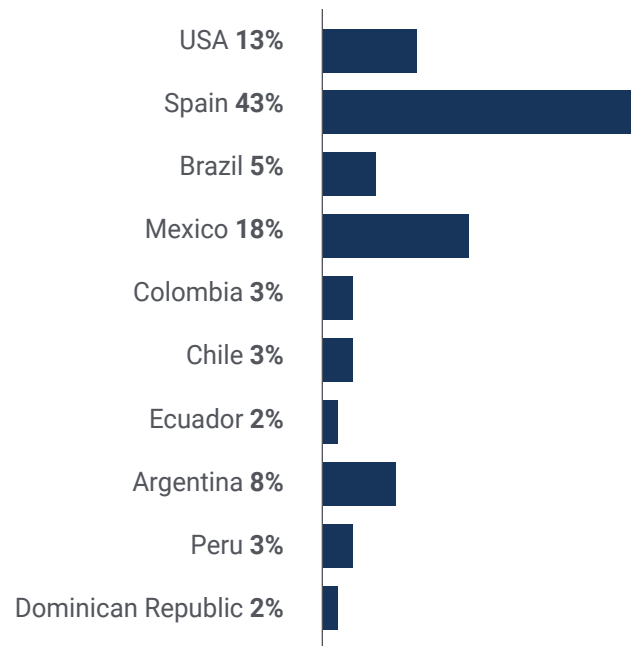


### Academic Profile



## Geographical Distribution

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## Sara María Urquiza

Manager of International Business

*"Through running an international company, I have become aware of all the risks that I have to face every day. Therefore, I decided to improve my training in this field in order to achieve a more stable growth of my business. Luckily, TECH Global University gave me the opportunity to study this program and now I can say that it was a complete success. Without a doubt, I would 100% recommend it for anyone who works in international markets"*

08

# Impact on Your Career

Studying a program of these characteristics requires a great effort on the part of the students. It is a challenge that they must face with confidence and enthusiasm, to acquire all the specialized knowledge that will be essential for their future professional development. But, on the other hand, it will bring them all the wisdom and skills that will be essential to turn their careers around



“

*TECH provides you with all its teaching resources so that you can reach the level of competence that will allow you to access positions of greater responsibility”*

## Are you ready to take the leap? Excellent professional development awaits you

The Executive Development Program in Administration and Management in International Businesses at TECH Global University is an intensive program that prepares students to face business challenges and decisions on an international level. The main objective is to promote personal and professional growth. Helping students achieve success

An essential program to achieve professional excellence

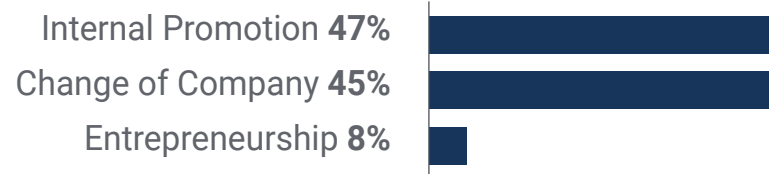
*Successfully handle yourself in international business and achieve your company's objectives.*

*Achieve a positive change in your career thanks to the completing this comprehensive program.*

### Time for Change



### Type of change



### Salary increase

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This program represents a salary increase of more than **25%** for our students.



09

# Benefits for Your Company

The Executive Development Program in Administration and Management in International Businesses aims to become a basic study guide for all entrepreneurs who move in international markets. In this way, you will not only favor your personal and professional growth, but also that of the entire organization. In this way, students will be able to implement the most appropriate strategies in their business to achieve the maximum possible benefits







“

*Thanks to your new business vision, you will be able to achieve success with your company in the international market"*

Developing and retaining talent in companies is the best long-term investment.

01

### Intellectual Capital and Talent Growth

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### Retaining High-Potential Executives to Avoid Talent Drain

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### Building Agents of Change

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### Increased International Expansion Possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### Project Development

The student will be able to work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### Increased Competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 10 Certificate

The Executive Development Program in Administration and Management in International Businesses guarantees, in addition to the most rigorous and up-to-date training, access to an Executive Development Program certificate issued by TECH Global University



“

*Successfully complete this training and receive your university degree without travel or laborious paperwork”*

This program will allow you to obtain your **Executive Development Program diploma in Administration and Management in International Businesses** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Development Program in Administration and Management in International Businesses**

Modality: **online**

Duration: **12 weeks**

Accreditation: **10 ECTS**





## Executive Development Program

### Administration and Management in International Businesses

- » Modality: **online**
- » Duration: **12 weeks**
- » Certificate: **TECH Global University**
- » Credits: **10 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Executive Development Program Administration and Management in International Businesses