ICC Academy

🌐 International Business

Global Business Management

Author: Guillermo C. Jimenez

Course 5 of 5

Duration 3 learning hours

Language English

Price US$150

Credits 3

Course code EIC-5

Target audience

The ICC Academy Export/Import Certificate (EIC) provides knowledge to a broad audience of international trade professionals—such as export and import managers, trade finance bankers, forwarders and carriers, customs brokers, private and government inspectors and auditors, insurance providers, trade lawyers and trade promotion executives.
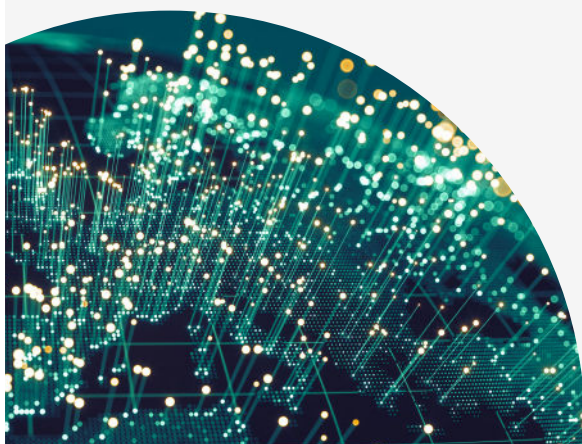
The EIC is all you need in order to succeed in international markets. This easy-to-understand introduction to international trade is at the same time a detailed handbook for the experienced practitioner.

Course objectives

This course will begin by describing why many companies begin their international operations reactively as a response to various economic or political factors.

There are three key themes this course will aim to address: 1) successfully adapting a strategy in foreign markets, 2) how business failures due to miscommunication arise from cultural differences, and 3) understanding the evolving nature of fair trade in today's global marketplace.

This course will also cover how the integration of information and communication technologies (ICTs) into business operations is creating new opportunities (and challenges) for global companies. It will close out with a focus in intellectual property protection and how to expand globally via licensing and franchising.

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Course outline

Lesson 1   Market Entry and Research Strategies

Lesson 2   Cross-Cultural Management and Negotiations

Lesson 3   E-commerce and International Trade: Practice and Policy

Lesson 4   Fair Trade

Lesson 5   Protecting Intellectual Property Internationally

Lesson 6   Expansion, Licensing and Franchising

Lesson 7   Case Study & Assessment section

Assessment

This eLearning course will include a self-assessment tool to help you prepare for the 60-minute final examination if you choose to obtain the EIC Certificate.

How does this work? Once you have completed the prerequisites you will be prompted to log into the examination portal directly from your ICCA account. You will only need to select the date and time for your exam—that's it! (webcam and high-speed internet required)

The passing grade is set at 70%.

What is an ICC Academy online course?

ICC Academy courses are delivered via our Learning Management System (LMS) using innovative tools for combining digital learning with industry-centric community discussions.

Our courses are available for purchase individually or as pre-designed packages (ie: Certificates) and are delivered exclusively online. They include videos, animations, case studies, and a self-assessment section and are available to take at any time—anywhere in the world.

Guillermo C. Jimenez

Professor, International Trade and Marketing at FIT
Author, of "ICC Guide to Export/Import—Global Standards for International Trade"

Guillermo C. Jimenez is a leading global expert in the field of export/import law and international business practices and the author of "ICC Guide to Export/Import—Global Standards for International Trade " (4th Edition, ICC Publishing, 2012), as well as other books on legal and business topics. As Head of Division at ICC's Paris Headquarters from 1990 to 1998, he coordinated work on key ICC instruments and trade tools and has lectured on internattional business in over 35 countries and before a number of intergovernmental organizations, including the United Nations, European Commission and Organization for Economic Cooperation and Development.

Guillermo currently holds teaching appointments at SUNY, NYU, Brooklyn Law School, Iona College, and the International School of Management (Paris). A graduate of Harvard University (B.A.) and the University of California-Berkeley (J.D.), Guillermo C. Jimenez has got more than 30 years' experience in international business, law and policy.

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