

# Global Management



Global Management

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Friday, April 20, 2012  
The Nines Hotel  
Portland, Oregon

**NASBITE International Conference**  
Portland, Oregon, Friday, April 20th, 2012



## Overview

### **Global Business Management**

*Develop and/or assist with the strategic and operational planning, development, implementation, and assessment of the international aspects of the business*

### **Teaching Strategies**

- teach business plan framework, along with key concepts such as vision, mission, strategy, tactics, goals and objectives etc*
- have students develop business plans, depth can vary based on circumstances and breadth of the curriculum*

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*Develop and/or assist in the creation of a global mission statement for the firm*

- Basic components of a mission statement
- Purpose and aim(s) of the organization
- The organization's primary stakeholders: clients/customers, shareholders, etc
- Nature and uniqueness of the company's value proposition

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## *Participate in the global business planning and long-term strategic planning processes*

- Elements of a global business plan
- Environmental factors affecting international strategies
  - political, legal/regulatory
  - socio-cultural, cost and competitive factors,
  - appropriate levels of technology
- Local, state, federal and global support initiatives that are designed to enable global business ventures and expansion

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*Establish and maintain relationships with appropriate external organizations to support global activities*

- industry, trade, and investment associations
- Government support agencies
  - U.S. government agencies,
  - IMF, World Bank

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## Where to begin?



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*Contribute to the ongoing internal and external research efforts to determine viability of global ventures*

- Basic research concepts and techniques
  - primary vs. secondary data,
  - basic research methodologies / processes, surveys
  - data analysis (statistical, quantitative vs qualitative)
- Data sources for international market data
  - U.S. Dept. of Commerce, Country Desks
  - IMF, World Bank, UN agencies,
  - Private firm data

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*Participate in the effective use of technology to support global performance*

- Commonly used business and communication technologies, advantages of the internet
- Software tools to support global activities

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*Develop and/or assist in the development,  
implementation, and evaluation of the global budget*

- General budgeting concepts
  - basic elements of financial statements,
  - sales forecasts,
  - expense forecasts
- Revenues and expense uncertainties
- Transfer pricing

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*Develop and/or assist in risk assessment and the development of risk management policies to support proposed global business activities*

- Country risk
  - political risk, economic risk, expropriation
- Commercial risk
  - credit assessment and mitigating techniques
- Travel and expatriate risks
  - Role of Department of State
  - Family member's adaptation, reverse culture shock
  - Centers for Disease Control and Prevention

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***Recognize ethical and cultural issues that are inherent in global activities and contribute to an ethical and cross-culturally sensitive business environment***



- Business ethics as perceived and practiced in the U.S. and in other countries
  - cultural relativism, labor laws
- Culturally appropriate techniques for international business settings
  - adaptive behavior, response,
  - verbal/written language to correspond with local business culture
  - group vs. individual, ethnocentric vs. monocentric, high context vs. low context

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*Develop and/or assist in internal and external legal and regulatory compliance efforts to support global activities*

- General legal liability issues
  - product liability
  - international contractual disputes
  - governance issues,
- Export license compliance
- Intellectual property rights
  - patent, trademark, copyright
  - international agreements (e.g., Paris Convention, Madrid System) and practical enforcement levels

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*Develop and/or assist in internal and external legal and regulatory compliance efforts to support global activities  
(continued)*

- Issues related to and sources of information for offshore regulatory/legal concerns
  - Bureau of Industry and Security, United Nations
  - bribery/corruption, antitrust, customs
- Import/export permits, licenses, labor law, currency regulations

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