

USA-Africa Chamber of Commerce



“Building the Bridge between the African and American Communities”

USA Africa Chamber of Commerce
Chartered Institute of Management of Leadership
Training Topics and Outcomes

A. MANAGING AND COMPETING IN THE GLOBAL BUSINESS ENVIRONMENT / GLOBAL MARKETS

Goals and Objectives of this Training Seminar

1. Explain the importance of international business and know the primary reasons nations and businesses trade – Imports & Exports.
2. Know the different levels of involvement used by businesses when entering global markets, including the pros and cons of each level of involvement.
3. Know the difference between a global business strategy, a multi domestic strategy, the strategy relevance in the international business, and how to apply them.
4. Understand the concept of absolute and comparative advantage in international trade.
5. Know how to model and apply best practices from businesses in the State of North Carolina, to Change your Focus and Drive New business in the Global Market.

B. THE KEY DRIVING FORCES OF KNOWLEDGE ECONOMY AND WHAT MAKES A COMPANY COMPETITIVE

Goals and Objectives of this Training Seminar

1. Explain the basis of competitiveness: National Endowment, Macro - Economic and Micro - Economic Policies.
2. Know and understand what allows a nation to be highly innovative: Presence of Innovative Infrastructures: Scientists, Engineers, Universities, Research Centers, and Presence of Clusters around firms, and Promotion of Entrepreneurship and Job Creation.
3. Know and understand the importance of Public Support to Foster Innovation.
4. Know the importance of four pillars of the Knowledge Economy and the importance of economic incentives.
5. Know how adaptive management skills promote inside oriented innovation, the importance of free market innovation and how product market competition drives innovation.

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C. LEADERSHIP CHALLENGES AND SKILLS FOR 21 ST CENTURY MANAGERS

Goals of Objectives of this Corporate Training Seminar

1. Explain and know the characteristics that define 21st Century Leadership.
2. Know how to develop leadership skills that are essential to lead an organization; to success not just today, but also in the future.
3. Know the difference between moral leadership, shared leadership, and their relevance to the success of an organization.
4. Know how to lead across cultures and organizational change.
5. Know how to apply best practices from successful global leaders.

D. ROLE OF INFORMATION TECHNOLOGY (IT) IN THE GLOBAL MARKET

Goals of Objectives of this Corporate Training Seminar

1. Explain the roles of information technology in Global Business Success.
2. Know the importance of IT in Global Business.
3. Know how technology plays vital roles in different phases of Global Business:
 - a. Decision Making;
 - b. Growth;
 - c. Customers Satisfaction;
 - d. Resourcing;
 - e. Globalization.
4. Know the importance of Cloud Computing in the IT Sector and its Benefits for Small, Medium Businesses.
5. Understand the cost of investing in a Technology Global Market.

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