

# € TRAINING

Global Knowledge



12 - 16 August 2024  
Madrid (Spain)



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REF: Z2316 DATE: 12 - 16 August 2024 Venue: Madrid (Spain) - Fee: 5300 Euro

## Introduction:

This training program is designed to provide participants with a comprehensive understanding of global trends, cultural awareness, international business strategies, and diplomatic considerations. Through it, participants will delve into the intricacies of global knowledge, enhancing their ability to thrive in a rapidly changing global landscape.

## Course Objectives:

At the end of this program, participants will be able to:

- Develop a nuanced understanding of key global trends, challenges, and opportunities.
- Enhance cultural awareness and sensitivity to effectively navigate diverse cultural contexts.
- Acquire insights into successful international business strategies, including market entry and expansion.
- Explore diplomatic protocols, international relations, and negotiation strategies for productive global interactions.
- Foster a sense of global responsibility and ethical considerations in a connected world.

## Targeted Audience:

- Business professionals seeking to expand their international operations.
- Diplomats and international relations practitioners.
- Educators aiming to broaden their global knowledge.
- NGOs and humanitarian workers engaged in cross-border initiatives.

## Program Outlines:

### Unit 1:

#### Understanding Global Trends:

- Globalization and its impact on economies, societies, and cultures.
- Emerging technologies and their role in shaping global dynamics.
- Environmental challenges and sustainable development on a global scale.

- Demographic shifts and their implications for global trends.
- Global political landscape: trends in geopolitics and international relations.

## Unit 2:

### Cultural Awareness and Sensitivity:

- Importance of cultural intelligence in global interactions.
- Exploring cultural dimensions and their implications.
- Strategies for effective cross-cultural communication.
- Cultural competency training: understanding norms, values, and customs.
- Case studies on successful intercultural collaborations and communication.

## Unit 3:

### International Business Strategies:

- Market entry modes: exporting, licensing, joint ventures, and subsidiaries.
- Developing a global marketing and branding strategy.
- Managing international supply chains and logistics.
- Cross-border mergers and acquisitions: strategies and challenges.
- Adapting business strategies to diverse regulatory environments.

## Unit 4:

### Diplomacy and International Relations:

- Principles of diplomacy and its role in conflict resolution.
- Diplomatic protocols and etiquettes across different cultures.
- Multilateral organizations and their impact on global governance.
- Public diplomacy and soft power in international relations.
- Crisis diplomacy: managing diplomatic challenges and conflicts.

## Unit 5:



## Ethical Global Citizenship:

- Human rights, social justice, and responsible global citizenship.
- Ethical considerations in international business and diplomacy.
- Environmental sustainability and corporate social responsibility.
- Promoting diversity, equity, and inclusion in global contexts.
- Creating a personal action plan for positive global impact through advocacy and activism.