

## Managing in the Competitive Global Environment

### Managing & Communicating in a Global Environment –

This course examines the challenges of managing internationally. Specific topics include cultural differences in the international enterprise and how to avoid cultural mistakes in selected regions and countries; the various aspects of outsourcing; how to lead people in different countries and appreciate diversity in the workplace. Additionally, a significant amount of time will be spent working in teams and coordinating resources across national boundaries. 3 credits.

### Marketing Globally –

The focus of this course is to explore the challenges of marketing products and services globally, including culture and the environment. The course will compare and contrast marketing opportunities in the global economy as well as the related distribution, promotion and pricing decisions. Topics include the nature of global marketing, the external environment facing the marketer, methods of entering the global market, how to identify the global marketing mix and the use of technology in the global market. 3 credits.

### Managing Projects Globally –

Managing projects across national boundaries is becoming increasingly common as companies produce, market and/or distribute more of their products or services globally. The skills necessary to manage these projects are both valuable and scarce. This course provides the skills to manage multiple projects and teams using management knowledge and techniques using the Microsoft Project tool. The course will also help participants prepare for the Certified Associate Project Management (CAPM) Exam administered by the Project Management Institute. Specific topics include the project life cycle, planning and controlling a project, key to project success, resource allocations and costing, and project communication and documentation. 3 credits.

### International Law and The Global Economy -

This course provides participants with an understanding of the global economy and the treatment of goods and services across national boundaries. Topics include balance of payments, foreign exchange with emphasis on exchange rate determination, exchange risks, hedging, interest arbitrage, international money and capital markets, valuation concepts, contracting problems, risk management practices, and international financing. Additionally, international trade agreements, intellectual property rights, and the treatment of financial assets will be discussed across borders. 3 credits.

## Developing the Entrepreneurial Venture

**Entrepreneurship** – The focus of this course is to provide students with an understanding of what it takes to take become an entrepreneur. This course combines theory with practice by providing students with the opportunity to explore the entrepreneurial mind set, initiate entrepreneurial ventures, develop the entrepreneurial plan and identify strategies for entrepreneurial ventures. Student will specifically develop their choice of business, structure, finance strategies, startup costs and managerial approach. Additionally, students will evaluate the options to entrepreneurship through critically research and analysis of franchising opportunities, partnerships, and innovation. 3 credits.

**New Venture Financing** – Throughout this course students will focus on the three financial statements and the development and presentation as part of the entrepreneurial plan. Students will specifically examine methods of financing such as debt versus equity, commercial loans, private placements, and other funding sources. Additionally, students will understand how projects are reviewed and the criteria used to assess risk and returns. Students will develop their cash flow statements, balance sheets and income statements for their respective businesses. 3 credits.

**Entrepreneurial Marketing** – This course focuses on the marketing plan and how entrepreneurs can effectively develop one that will market and grow their products. Students will learn how to use market research, surveys and emerging technologies for their entrepreneurial venture. Additionally, students will learn how to develop marketing strategies, segment their markets, develop the plan and identify a pricing strategy to enter the market. 3 credits.

**Advanced Project Management** - This course is designed to give the students a more in-depth knowledge of Project Management and to integrate financial statements, ratios, and data into the management of their projects. In this course students will further develop their working knowledge of the field by using the Project Management Body of Knowledge (PMBOK), which will also help to prepare them for the *Certified Associate Project Management (CAPM)*. This course will build on the students' knowledge previously gained knowledge of project management. 3 credits.



## School of Management

### Global Entrepreneurship Certificate Programs



### Managing in the Competitive Global Environment

and

### Developing the Entrepreneurial Venture

- ✓ Designed for LSI students by MCNY
- ✓ New York State Education approved



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LSI and MCNY designed this program for undergraduate international students who know that English is one of the keys to a successful future in business. As new markets and products are created, better communication combined with better business skills will open doors around the world.

Come to New York, bring your ideas and join the global community!

Are you..?	Why is this course right for you?	What will you learn?	Where will it take you in the future?	How do you enroll?	Details and Cost
<p>An international student who wants to:</p> <p><i>Improve your English communication skills and business knowledge</i></p> <p><i>Earn one full year of transferable undergraduate credit* in 6 months</i></p> <p><i>Gain a fresh global perspective on marketing, management, international law, economics and project management</i></p> <p><i>Continue to learn about global issues in relation to your own professional development</i></p> <p><i>Build a network of friends and business contacts in New York</i></p> <p><small>*These undergraduate classes are approved by the New York State Education Department. Check with your own university for information about transferring credits.</small></p>	<p>THE GECP Module 1 (12 credits)</p> <p><i>Develops an appreciation of the opportunities of doing business globally and how to manage projects</i></p> <p>THE GECP Module 2 (12 credits)</p> <p><i>Develops international business skills and knowledge, as well as a business plan to launch an entrepreneurial venture</i></p> <p>Being an MCNY Business student will also:</p> <p><i>Give you the opportunity to meet and network with American students</i></p> <p><i>Encourage you to join professional organizations</i></p> <p><i>Keep you in touch with current global events and trends</i></p>	<p>The GECP teaches:</p> <p><i>Leadership – The ability to lead teams and achieve organizational goals</i></p> <p><i>Communication – The ability to communicate what you have accomplished, what you know, what you can do and what you need to achieve project goals</i></p> <p><i>Teamwork – The ability to work effectively and independently in a team environment</i></p> <p><i>Analytical and Critical Thinking - The ability to make good decisions and choices</i></p> <p><i>Global Awareness – The ability to function in a global and dynamic competitive market</i></p> <p>Please read the rest of this leaflet for the complete list of courses or contact LSI New York for more details</p>	<p>The GECP can lead you to:</p> <p><i>Better education opportunities in the USA or in your own country</i></p> <p><i>Success as an entrepreneur in the global marketplace</i></p> <p><i>International business opportunities where managers are called upon to lead in an intrapreneurial capacity</i></p> <p><i>Travel due to the growing area of short-term placements (more than eight out of 10 multinationals send employees on short-term assignments)</i></p> <p><i>Better compensation and opportunity for advancement</i></p> <p><i>Better understanding of the cultural differences and attitudes in business around the world</i></p>	<p>Students applying to the GECP program must satisfy the following admission requirements:</p> <p><i>Currently enrolled at the junior or senior undergraduate level at a recognized college/university and in good academic standing</i></p> <p><i>Enrolled for at least 8 weeks at LSI New York, studying at the Advanced level or having achieved a score of at least 75 on the TOEFL iBT</i></p> <p>Please note:</p> <p><i>Students should be proficient in the use of Microsoft Suite of Products including, Word, Excel, and PowerPoint, as well as email.</i></p> <p><i>MCNY requires proof of vaccination</i></p>	<p>Each module is 15 weeks. The full course (24 credits) is 6 months.</p> <p>Start dates in:</p> <ul style="list-style-type: none"> <li>• January 2012</li> <li>• May 2012</li> <li>• September 2012</li> </ul> <p>Students must complete the entire eight-course module to earn the certificate.</p> <p>Students will be allowed to select the following tuition plan:</p> <p><i>Per Module Tuition - \$5,700.00 USD – (existing MCNY tuition)</i></p> <p><i>Both Modules: I &amp; II Tuition - \$9,200.00 USD</i></p> <p><i>Individual Course Registration - \$2,304.00 USD</i></p>