Global Expansion and International Market Entry Strategies Training Course



28 Dec 2026 - 01 Jan 2027

Vienna

5800 € (Per Person)

Ref: #CS7743_184662

Course Introduction / Overview:

Embarking on global expansion is one of the most critical strategic decisions a company can make, offering immense opportunities for growth but also presenting complex challenges. This course provides a comprehensive roadmap for navigating the intricacies of international market entry and business development. We will move beyond theoretical frameworks to deliver actionable insights, drawing on seminal works like "Redefining Global Strategy" by Pankaj Ghemawat, which challenges conventional wisdom about globalization. Participants will learn to conduct rigorous global market analysis, evaluate various entry modes from exporting to foreign direct investment, and develop culturally-attuned marketing and operational plans. At BIG BEN Training Center, we have designed this program to equip leaders with the skills to manage cross-border risks, including political, financial, and regulatory hurdles. The curriculum focuses on building a sustainable global footprint by integrating digital transformation and ethical considerations into your expansion strategy. This is not just a course on theory; it is a practical guide to making informed, strategic decisions that will drive successful and profitable international growth for your organization.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Managing Directors.
- Business Development Managers and Directors.
- International Sales and Marketing Managers.
- Corporate Strategy and Planning Executives.
- Entrepreneurs and Business Owners seeking to expand globally.
- Operations and Supply Chain Managers.
- Finance and Investment Analysts focused on international markets.
- Legal and Compliance Officers dealing with international trade.
- Product Managers adapting offerings for new regions.

Target Sectors and Industries:

- Technology and Software Development.
- Manufacturing and Industrial Goods.
- Pharmaceuticals and Healthcare.
- Retail and E-commerce.
- Financial Services and Banking.
- Consulting and Professional Services.
- Logistics and Transportation.
- Energy and Natural Resources.
- Governmental bodies and trade promotion agencies.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategic Planning and Corporate Development.
- International Sales and Global Marketing.
- Business Development and Market Expansion.
- Operations and Supply Chain Management.
- Finance and Treasury.
- Legal and Regulatory Compliance.
- Product Development and Management.
- Human Resources.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze and select optimal international markets using data-driven frameworks.
- Evaluate the pros and cons of different market entry modes, including exporting, licensing, and FDI.
- Develop a comprehensive international business plan for a target market.
- Formulate culturally intelligent global marketing and branding strategies.
- Identify and mitigate political, economic, and legal risks in foreign markets.
- Structure international joint ventures and strategic alliances effectively.
- Manage global supply chains and logistics for efficiency and resilience.
- Navigate international trade finance and currency risk management.
- Lead and manage cross-cultural teams for high performance.
- Integrate digital technologies and sustainability principles into global expansion strategies.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it connects theory to real-world application. Therefore, this course heavily emphasizes a hands-on approach, moving beyond traditional lectures. Participants will engage in a series of in-depth case studies of successful and failed global expansions, dissecting the strategies and decisions that led to their outcomes. Interactive workshops and group discussions will encourage peer-to-peer learning and the sharing of diverse industry perspectives. A central component of the course is a capstone simulation where teams develop a complete market entry strategy for a chosen country, which they will present for feedback. Our expert instructors facilitate these sessions, providing personalized coaching and ensuring that theoretical concepts are immediately applied to practical business scenarios. This blended learning environment, combining expert instruction with collaborative problem-solving, ensures that participants leave with not only knowledge but also the confidence to implement these strategies within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Global Business Expansion

- The Rationale for Internationalization and Globalization Drivers.
- Understanding the Global Business Environment.
- Conducting a PESTLE (Political, Economic, Social, Technological, Legal, Environmental) Analysis.
- Frameworks for Assessing a Firm's Readiness for Global Expansion.
- Introduction to Core Concepts by Pankaj Ghemawat.
- Competitive Analysis in a Global Context.
- Identifying and Overcoming Common Pitfalls in Internationalization.

Unit Two: International Market Selection and Entry Strategies

- A Framework for Screening and Selecting Potential Foreign Markets.
- Primary and Secondary Research for International Market Analysis.
- Exporting and Importing Strategies.
- Licensing, Franchising, and Contractual Agreements.
- Strategic Alliances and International Joint Ventures.
- Foreign Direct Investment (FDI) and Wholly-Owned Subsidiaries.
- Choosing the Optimal Market Entry Mode for Your Business.

Unit Three: Global Marketing and Operations Management

- Standardization vs. Adaptation in International Marketing.
- Developing a Global Marketing Mix (Product, Price, Place, Promotion).
- Cross-Cultural Communication and International Negotiation.
- Building a Global Brand Identity.
- Managing International Logistics and Supply Chain Networks.
- Global Sourcing and Procurement Strategies.
- Quality Control and Operations in a Multinational Context.

Unit Four: Managing Financial, Legal, and Political Risks

- Navigating International Legal and Regulatory Frameworks.
- Intellectual Property Protection in a Global Environment.
- International Financial Management and Budgeting.
- Techniques for Managing Foreign Exchange (Currency) Risk.
- Understanding and Mitigating Political and Country-Specific Risks.
- International Taxation and Transfer Pricing Essentials.
- Developing a Comprehensive Global Risk Management Plan.

Unit Five: Implementing and Leading Global Strategy

- Building and Managing a Culturally Diverse Global Team.
- Leadership Styles for International Management.
- Structuring the Global Organization for Success.
- Performance Measurement and Control in Multinational Operations.
- The Role of Digital Transformation in Global Expansion.
- Corporate Social Responsibility and Sustainable Global Business Practices.
- Developing and Presenting the Final International Business Plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing geopolitical fragmentation and protectionism, how must a company's market entry strategy evolve to balance the pursuit of global scale with the need for regional resilience and local adaptation?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond purely academic frameworks to offer a deeply practical and strategic perspective on global expansion. While many programs focus on the "what," we emphasize the "how" and "why," equipping participants with the decision-making tools to navigate real-world complexities. Our curriculum is uniquely structured around a risk management-centric approach, dedicating significant time to identifying and mitigating the financial, political, and operational risks that often derail international ventures. Furthermore, the course is forward-looking, integrating critical contemporary themes such as digital transformation, sustainable business practices, and managing supply chain resilience in a volatile geopolitical landscape. Unlike courses that may offer a siloed view, we provide a holistic, 360-degree perspective, connecting strategy with marketing, operations, finance, and leadership. The capstone market entry simulation ensures that learning is not passive; participants actively apply every concept learned to build a viable, comprehensive international business plan, receiving expert feedback that translates directly into on-the-job capability and strategic confidence.