

<b>Course</b>	<b>Global Business Strategy</b>
<b>Instructor</b>	<b>David W. Danjczek</b> <a href="mailto:danjczed@georgetown.edu">danjczed@georgetown.edu</a>
<b>Time:</b>	<b>June 6, 2008: 6pm-9pm</b> <b>June 7, 2008: 9am-4pm</b> <b>June 13, 2008: 6pm-9pm</b> <b>June 14, 2008: 9am-4pm</b>
<b>Course Coverage and Takeaways</b>	<p>The course will cover specialized global business strategy issues. Rather than spend the limited course time examining the global marketplace as a whole, the course will concentrate on some significant issues that are common in global business transactions and are usually not covered in detail by other international business courses. The course will take a student's international business knowledge to a higher level. These global business practices are critical elements of cross-border transactions. The course topics will include:</p> <ol style="list-style-type: none"> <li>1. E-Commerce in the global Environment</li> <li>2. Government's involvement in global B2B</li> <li>3. B2B business terms and conditions (global business contract model) including issues such as methods of payment, governing laws, specifications, delivery terms, etc.</li> <li>4. Export controls and re-export authorization</li> <li>5. Import issues (duties, tariffs, quotas, methodology)</li> <li>6. Countertrade and offsets</li> <li>7. International transfer pricing (taxes and duties)</li> <li>8. Business operating environment (ethics and laws including FCPA)</li> <li>9. World Class Business Environment</li> </ol>

**Culture will be an important part of many of the topics discussed. It will be covered as a separate topic, time permitting.**

**The students will take away practical information on sophisticated international business transactions that occur in the business-to-business global arena. This knowledge will prepare students to negotiate agreements globally from a position of knowledge, recognize the consequences of allocating costs to differing global activities, provide alternative methods of financing projects, understand the specifics of export controls and import restrictions, and be aware of the criticality of cultural awareness.**

## **Course Timing**

- **Introduction,**
- **Government Interface**
- **E-Commerce Introduction**
- **Contract Terms and Conditions**
- **Export Controls, Export Controls Case Study**
- **Import Issues, Customs Issues**
- **Countertrade & Offsets**
- **Distributors/Consultants**
- **Transfer Pricing**
- **Privacy Issues**
- **E-Commerce Continuation**
- **FCPA, Ethics**
- **Culture**
- **World Class**
- **Wrap Up**