



UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO

FACULTAD DE CONTADURÍA Y ADMINISTRACIÓN

Acreditación Institucional  
2030 por AICE

Contaduría, Administración e Informática  
acreditadas por CACECA y AICE



# CERTIFICATE PROGRAM IN GLOBAL LEADERSHIP & INTERNATIONAL BUSINESS

## Objective:

At the end of the program the participant will be able to develop hard and soft skills to start working professionally in this field by understanding what international businesses require in the market to operate successfully, by analyzing case studies of real firms and developing strategies for managing international enterprises or advising local businesses to become international.

## Designed for:

- Students pursuing Bachelor degrees in International Business, Accounting, Administration and Information Technology of the School of Accounting and Administration (FCA) and institutions incorporated to UNAM who are pursuing their degree in any of the above-mentioned programs.
- Executives who need to acquire or strengthen their knowledge in this field.

**Length:** 240 hours

# Structure:

## Module 1

Doing Business In a Global Economy

### Objective

Immerse participants in an overview of international business to understand how they move dynamically in today's economic situation. This module will make students realize the benefits of bringing a business abroad and when to do it.

### Content

- 1.1 Understanding the international market and international trade.
- 1.2 World economies
- 1.3 Economics data interpretation (GDP, Balance of Trade, Fx...)
- 1.4 Overview of International legal framework concepts (Free Trade Agreements, Copywriting...)
- 1.5 Overview of Culture and business
- 1.6 Strategy and international business
- 1.7 Establishing an International Business Plan objective (Functions of management, Global strategies)
- 1.8 Global Entrepreneurship and Intrapreneurship

## Module 2

Organizational Behavior

### Objective

Provide participants with an understanding of the elements of organizational behavior, within an international framework, in order to develop skills and feel empowered to thrive in the business or corporate environment more effectively.

### Content

- 2.1 The individual at work, global scope
- 2.2 Groups at work, global scope
- 2.3 Organizations as systems, global scope

## Module 3

Global management and leadership

### Objective

Provide students with knowledge tools to understand the importance of leadership and strengthen abilities to carry out responsibilities as a leader on an entrepreneurial project or within a corporation.

### Content

- 3.1 Current approaches in leadership
- 3.2 Transformational leadership roles and functions
- 3.3 Strategies for effective team building.
- 3.4 Leading through impact, Ethics, culture, and communication.
- 3.5 Becoming an inclusive leader

## Methodology:

- Face to face sessions
- Evaluation of case studies
- Group discussion
- Complementary reading material
- Exams
- Conferences



## Module 4

Marketing in international businesses (MNC's Entrepreneurial, Domestic)

### Objective

Provide students with knowledge and skills to understand the international market in order to be able to do business anywhere in the world. Students will also receive the necessary tools to create and enhance commercial strategies for backing up their products / services.

### Content

- 4.1 Product/service definition by understanding customer needs (B2B-B2C)
- 4.2 Cost analysis and incoterms to set international prices
- 4.3 Promotion at selling point
- 4.4 International communication plan
- 4.5 E-commerce and selling plans



## Module 5

### Managing international operations

#### Objective

Provide students with knowledge and skills to be able to select the right distribution channel as well as the best logistics programs and allocation of goods in the international market having full understanding of the supply chain.

#### Content

- 5.1 Producing/providing a product/service for overseas customers
- 5.2 International supply chain
- 5.3 Plant selection and lay out. Value chain as an added value element.
- 5.4 Cost analysis in international operations. Purchase forecast and demand analysis.
- 5.5 Requirements for distribution packaging of imports and exports. Supplier strategies.
- 5.6 Legal obligations based on incoterms if applied: Current foreign trade legislation in Mexico.

## Module 6

### International Finance

#### Objective

Provide students with knowledge and skills to understand the financial language of international business. Additionally, students will be able to make financial decisions by understanding ratios regarding their business.

#### Content

- 6.1 Global AOP's settlement
- 6.2 Differences between Local Financial Statements vs International Financial Statements (IFRS9...)
- 6.3 Global Financial Statements consolidation
- 6.4 International Finance and investment (Letters of Credit, Matrix-Subsidiaries)
- 6.5 Financial ratios for decision making

## Module 7

### Global Workforce and Human Resources Management

#### Objective

Students will develop the ability to apply HHRR strategies to organizational approaches focusing on effective aspects of change management.

#### Content

- 7.1.- Assessing Future Manpower Requirements
- 7.2.- Appraising and improving global performance (learning and development)
- 7.3.- Global challenges in career planning
- 7.4.- Expatriation and repatriation processes
- 7.5.- Managing global compensation, benefits, and taxes
- 7.6.- Human Resource Information System as an innovation tool for HRM

## Module 8

### Integrative Module

#### Objective

Enable students to use critical thinking based on hard and soft skills to provide effective solutions to real businesses in their global demands.

#### Content

- 8.1 Case study 1
- 8.2 Suggested solutions
- 8.3 Global strategies design
- 8.4 Case study 2
- 8.5 Suggested solutions
- 8.6 Global strategies design



### Directory

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