



SMU  COX

GLOBAL
STRATEGY
CERTIFICATE
PROGRAM



A LETTER FROM THE DIRECTORS

The global economy permeates our lives as never before. Every day we face a more integrated world with new benefits and opportunities. But there are also unprecedented challenges. Here are some critical questions being asked around the world by key decision makers:

- What are the critical trends driving investment, buyer behavior and government action in emerging markets?
- How do changes in technology, transportation, politics, demographics, labor costs and management skills shift the big playing field?
- How do multinationals compete successfully against each other and with local firms?
- How do economics and national institutions combine to increase (or decrease) wealth in markets that have recently entered the global system?
- How do international law, finance and marketing interact to improve cross-border trade?

The *SMU Cox Global Strategy Certificate Program (GSCP)* has been designed to address these questions in an affordable, time-sensitive way. Over nine weeks, we offer two modules, one on emerging markets and the other on multinational strategy. The historical, cultural and economic facts and trends in each country and region will be discussed in depth. In addition to area studies, the coursework explores issues common to all global businesses, such as international finance and global marketing. In discussing emerging markets, we will also address trends in major global sectors such as energy, technology and telecommunications, manufacturing, services and agriculture.

Taught by top-ranked Cox School faculty, the GSCP provides useful content in an accessible format. You may also benefit from connecting with the other attendees whose interests may complement your own.

We look forward to hearing about your interest in the program and hope to see you in the classroom.



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Mike Davis
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COURSE TOPICS

Module One: Understanding Emerging Markets

- An Overview of Economic Development: New Understandings and Old Problems
- China: Emergence and Current Challenges
- India and Other Emerging Asian Countries
- Democracy, Pluralism and Capitalism in Latin America
- The Promise of Africa

Module Two: Competing as a Multinational Firm

- Major Issues in International Finance
- Macroeconomics and International Business
- Global Marketing
- Multinational Strategy (Entry and Exit, Global M & A, Technology Transfer, Joint Ventures)

PROGRAM FACULTY

GSCP classes are taught by the same professors who teach in the Cox School of Business MBA program—recognized as one of the top graduate business schools in the world. Enrollment in the program is limited to ensure participants have ample opportunity for one-on-one interaction with our internationally renowned faculty.

ADMISSIONS & REGISTRATION

To attend the SMU Cox GSCP, you should have completed a four-year college degree; some of our students also have graduate degrees. Exceptions are made on an individual basis for those with significant work experience (10+ years). Participants must attend at least three sessions in each module to qualify for the certificate. GSCP is not a degree program. Participants earn a certificate upon completion of the program, based on attendance.

PROGRAM DETAILS

The GSCP starts March 16, 2017 and ends the last week of April.

Classes are held Thursday evenings on the SMU main campus from 6:30 p.m. to 9:30 p.m.

For specific program dates and to register, visit globalcertificate.cox.smu.edu.

PAYMENT OPTIONS

The program fee is \$1,250 per module, which includes tuition, course materials and parking. A discounted tuition of \$1,100 per module is offered to students taking both modules, as well as to nonprofit organizations, companies sending three or more employees, and those who register and pre-pay by the advance deadline. A \$100 non-refundable deposit per module is required to reserve your seat.

If at some point you are unable to continue the program, tuition will be reimbursed on a prorated basis, less administrative expenses.



SMU will not discriminate in any employment practice, education program or educational activity on the basis of race, color, religion, national origin, sex, age, disability, genetic information or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation or gender identity and expression.

WHO SHOULD ATTEND

- Executives and managers seeking to increase their knowledge of global strategy
- Business owners who plan to expand their global presence
- Professionals who represent clients and customers competing in global markets
- The curious and ambitious

HOW YOU WOULD BENEFIT

- Understand how globalization has changed the world of business
- Gain insights into the culture, history and economics of a range of countries and regions
- Learn about major multinationals and key countries in important economic sectors
- Develop practical skills for operating in a global environment
- Acquire a valued Graduate Certificate from SMU Cox
- Join the SMU Cox community





GSCP

Global Strategy Certificate Program

SMU Cox School of Business

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For questions, please contact:

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Register at
globalcertificate.cox.smu.edu