

Center for International Business & Strategic Studies



New York Frankfurt Moscow Dubai Mumbai Shanghai

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CIBSS

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CIBSS Certificate in International Business and Finance

GLOBAL BUSINESS PERSPECTIVES

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The Center for International Business and Strategic Studies is a business education and service provider based in the financial district of New York City. The CIBSS International Business School Certificate Programs are offered primarily to graduate and undergraduate business students. Admission is also granted to professionals interested to learn about the global economic, cultural, legal, and political environments in major business locations. The CIBSS International Business Programs are supported by a distance learning Course Management System (CMS). The on-site classes are held on Columbia University and New York University Campuses, and at CIBSS locations. Courses are taught by distinguished academics and business executives.

DESCRIPTION This 14 days intensive international program is designed to analyze the business and financial environments in US by introducing fundamental terms and principles and, by examining the dynamics of the global economy within a comparative cultural, political and legal framework. A special emphasis will be given to the strategies and tactics behind the international business operations which are the major engines of the world economic growth. The global financial environment section will explain and discuss basic concepts related to the foreign exchange rates, working capital management techniques, financing sources available to multinational corporations and the risks involved in direct foreign investment. This course will also present practical ways of searching and identifying potential business opportunities in US, and how to capitalize on regional competitive advantages by properly planning and implementing trade and marketing operations.

OBJECTIVES Students will be introduced to the primary factors that govern and influence international business and financial operations based in US. They will better understand how sound business decisions are made, and how to develop and implement winning business strategies.

REQUIREMENTS Students are expected to read as much as possible of the assigned materials, research the Web for updated business and financial information, and contribute to the Final Project Presentation.

TEXTBOOK **International Business and Finance**
Selected, Edited, and with Course Outline by

August Mann Morar
Published by McGraw-Hill Companies, Inc. 2014

Other short readings will be assigned during the course. Also recommended are the following professional publications: the Economist, Business Week, the Wall Street Journal, the Financial Times, Le Monde, Frankfurter Allgemeine Zeitung, Kommersant, China Daily, and Nikkei Business. Useful websites include: *wto.org, opic.gov, tda.gov, cfr.org, worldbank.org, imf.org, cibss.org.*

GRADING

The evaluation will be based on class participation, attendance, and presentation of a Final Project (in groups of 5 to 7 students).

The Final Project consists of a review of the topics presented during the three-day intensive sessions. It will be presented and discussed during the last hour of the third day of classes. A digital version of the presentation is to be submitted online upon the return to the country of origin. A minimum of 7 pages per student are required (charts, tables and pictures included). The PowerPoint could consist of as many slides as needed to make the presentation compelling. All assignments are expected to be uploaded in the Course Management System digital drop boxes.

Grading components:	Class Participation and Attendance	80%
	Final Project	20%

COURSE POLICIES

Students are expected to do their best in attending at least 80% of classes, arrive in time, be active in debates, contribute to group work, and do not miss assignments. The classroom policies advise on obeying to confidentiality agreements for proprietary information.

SESSION DETAILS

Classes will consist of lectures, Power Point and DVD presentations, Internet direct business reviews, in class and online debates over international market conditions, onsite visits to all listed businesses, and students' presentations. Tentative scheduling was made for guest speakers during this intensive program. The course audio-visual library will complement each session's topic.



NEW YORK

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Day 01

Airport Pickup	11:30 am
Hotel Accommodation	01:00 pm
Welcome Reception	06:00 – 08:00 pm



Day 02

New York City Tour 10:00 am – 7:00 pm

Times Square ▫ Grand Central Station ▫ USS Intrepid Aircraft Carrier
Empire State Building ▫ Wall Street ▫ Statue of Liberty ▫ Flatiron
Madison Square Park ▫ SOHO ▫ Chrysler Building



Day 03

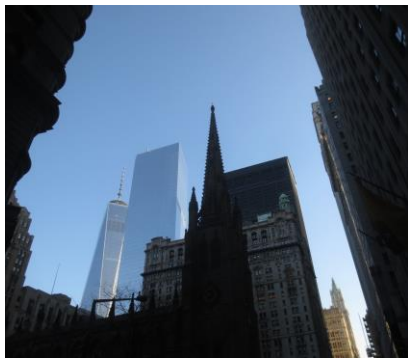
Columbia University	Classes
Global Economic Environment	09:30 am – 11:00 pm
Managerial Economics	11:10 am – 12:30 pm
Corporate Finance	01:30 pm – 03:30 pm
Broadway Theatre ▫ Show	08:00 pm



Day 04

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New York University	Classes - Midtown Center
Marketing Strategy	09:30 am – 11:00 am
Accounting Principles	11:10 am – 12:30 pm
Managing the Enterprise	01:30 pm – 03:30 pm
Madison Square Garden ▫ Event	07:00 pm



Day 05

New York University	Classes - Downtown
Investment Management	09:30 am – 11:00 am
VC and the Finance of Innovation	11:10 am – 12:30 pm
Risk and Crisis Management	01:30 pm – 03:30 pm
Fraunces Tavern ▫ 1719 Landmark Building ▫ Museum	
American Revolution ▫ Dinner	07:00 pm



Day 06

CIBSS Conference ▫ 14 Wall Street	09:30 am – 10:30 am
New York Stock Exchange	11:00 am – 12:30 pm
Museum of American Finance	01:30 pm – 02:30 pm
Federal Reserve Bank of New York	03:00 pm – 04:00 pm
Reception on NYSE Floor	06:00 pm – 08:30 pm



Day 07

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United Nations	10:00 am – 11:30 am
World Trade Center ▫ Winter Garden	12:30 pm – 02:30 pm
CIBSS Final Session ▫ 14 Wall Street	03:30 pm – 05:00 pm
World Yacht Cruise ▫ Dinner	07:00 pm – 11:00 pm

Day 08 Free Schedule ▫ Personal Time

Day 09

Princeton University

Geopolitical Perspectives 10:00 am

Lecture Seminar



PHILADELPHIA

Wharton Business School

Knowledge for Global Impact 02:00 pm

Lecture Seminar

Center for Leadership and Change Management

Tour of Philadelphia

Independence Hall ▫ Atrium of the Comcast Center

WASHINGTON DC

Hotel Accommodation 08:00 pm



Day 10

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US Capitol	10:00 am – 11:30 am
Supreme Court	12:00 am – 01:00 pm
International Monetary Fund	02:00 pm – 04:00 pm



Day 11

Georgetown University

Global Business Initiatives 09:30 am – 12:30 pm

Lecture Seminar

World Bank 01:30 pm – 03:30 pm

Day 12 Free Schedule ▫ Personal Time



Day 13

Smithsonian Institution 10:00 am – 03:00 pm

Farewell Reception 07:00 pm – 09:00 pm

Day 14

Airport Departure



Note: Schedule, Events, and Lecturers could change due to availability. Curriculum could be adapted to serve clients' needs.