



AUSTIN[®]
UNIVERSITY
EXTENSION

Global Business Management

With Job-focused training in Silicon Valley, California
for engineering and business graduates

Experience Real Transformation



This Global Business Management is a One-month Program, and is uniquely designed specifically for enrolled students at Business or Engineering Colleges and for graduates with business or engineering backgrounds to give them the high- performance Management, Marketing, Operation, and Finance skills of an MBA. This intensive course will help you to translate your learning into new behaviors and improvements in your capability and performance and will work through live issues impacting on the industry you are in and on you directly.

The program incorporates job-focused education and trains young men and women for great jobs in the global economy. The participants are offered internship/training in the Silicon Valley from some of the tech world's most innovative organizations such as Apple, Facebook, Amazon, Google and AT&T. This will provide you with on-site exposure to companies that are known worldwide and enhance your opportunities for jobs in your country or abroad. **One of the most important benefits of the internship we offer our students is the Silicon Valley network of access, opportunity and innovation.**

Participants will spend several months studying and training at the Colleges in their countries followed by a one-month stay at our campus in California. The courses and lectures are provided by Internationally recognized scholars and representatives of global companies and are geared towards imparting job-related employment skills. **All units earned in the Global Business Management program are, of course, completely transferable if the student wishes to enroll for further study in the Austin University MBA program.**

PROGRAM OBJECTIVES

Working in the highly competitive Market, with ever-increasing change and pressure, is probably one of the most challenging managerial roles of any Industry today. This program has been especially designed to help you transcend these challenges by training you to become equipped to see the bigger picture in all aspects of your role. It will help you build your management skills for the future and prepare you to fulfill your ambitions.

The program is an accelerated management program containing the most valuable parts of an MBA, as applied to different industries. It will provide you with practical management tools to apply in the workplace, as well as give a real taste of an MBA course with practical case studies from Austin University and other world-class business schools.

PROGRAM OUTCOMES

By the end of this program you will improve the following skills:

- Problem solving
- Strategic thinking
- Global Leadership
- Finance and Accounting Techniques
- Strategic Marketing
- Decision making, and prioritization
- Change management
- Implementing strategy
- Team working
- Project Management
- Cross-cultural communication
- Increased self confidence



KEY BENEFITS

- Understand how a company really works – with a multi-functional overview of a business and key leadership competencies necessary for success.
- Develop strategic thinking, planning, and execution skills at a divisional or functional level, using the best tools and frameworks.
- Influence, enable and deliver wider organizational goals and tasks.
- Lead and align your stakeholders to deliver your divisional, functional or organizational strategy.
- Make better business decisions and improve your contribution to the business.
- Speak the language of business and understand how business leaders think and act.
- Read the business environment and translate changes into competitive strategies for sustainable growth.
- Support strategic goals from top management and be able to translate them for your area and implement them more efficiently.
- Implement better strategies with the people on your team and different departments with new leadership skills.

KEY AUDIENCE

The Global Business Management Project is the ideal program for enrolled students at Business and Engineering Colleges and graduates, professionals and entrepreneurs with technical, scientific or specialist backgrounds e.g. IT, biotech engineers, production engineers, IT engineers, and R&D engineers who want to develop their business knowledge to support their future career. This is an intensive and challenging program, so get ready for the challenge!



DAY 1

Program Overview	
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Orientation and Meeting with Professors
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Working and Living in the United States
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Introduction to Silicon Valley
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 The Future of IT Technology
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Graduate Study & Professional Career



Global Business Management - Business English

DAY 2

Business English	
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Business Communication: Writing and Speaking
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Essential Business Communication Skills
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Business Negotiating
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Speaking with Credibility and Confidence
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Public Speaking and Pronunciation



Global Business Management - Strategic Management and Leadership

DAY 3

Strategic Management and Leadership

8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Organization and the Environment of Global Business
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Strategy Formulation and Implementation in International Business
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Organizational Leadership
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Leadership Styles and Effective Traits of Leaders
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 “NASA Approach to Management” Guest Speaker – Prof. Dr. Nazeer Ahmed, former Chief Scientist, NASA Hubble Telescope



Global Business Management - Accounting and Finance

DAY 4

Accounting and Finance

8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Basic Accounting Concepts
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Financial Statements: Balance Sheet - Income Statement - Cash Flow Statement
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Financial Statement Analysis
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Stock Market Analysis and Mutual Funds
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Case Study “Analyzing Financial Statements for Better Decision Making”



Global Business Management - Strategic Marketing

DAY 5

Strategic Marketing	
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Value Proposition and Market Strategy
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Defining Market Targets
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Branding your Company
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Social Media and the New E-Marketing Techniques
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Case Study “Preparing complete Marketing plan for your Company”



DAY 6

Operation Management	
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Operations Strategy in a Global Environment
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Managing Quality
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Supply-Chain Management
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Project Management
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Decision Making Tools



Global Business Management - Entrepreneurship Management

DAY 7

Entrepreneurship Management and Start ups

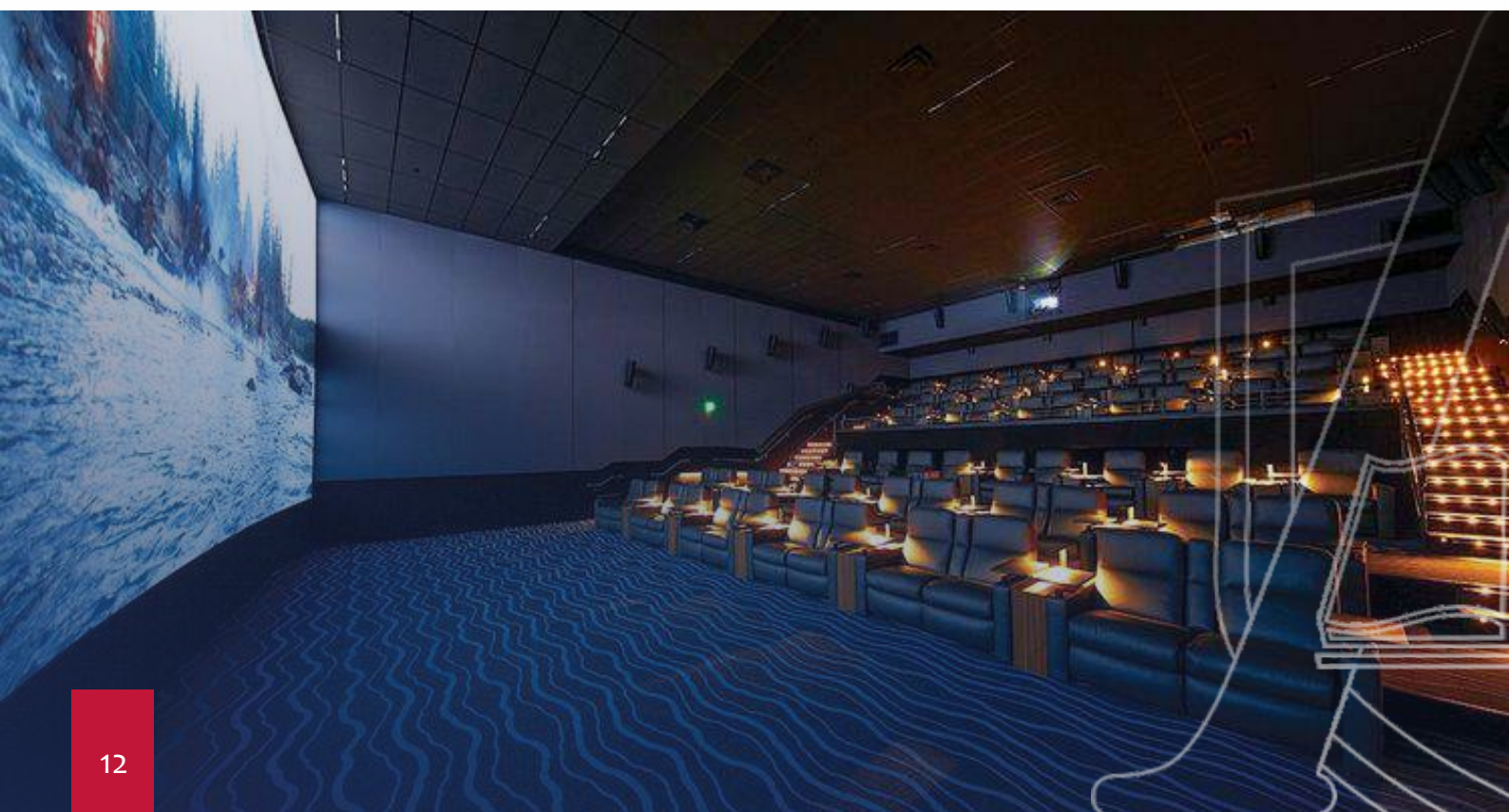
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Generating Ideas and Identifying Opportunities
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Creating and selling differentiated products/services
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Business Model Innovation
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Entrepreneurship through Acquisition
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Entrepreneurship and Economic Development



Global Business Management - Ethics and Corporate Governance

DAY 8

Ethics and Corporate Governance	
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 History of business ethics. Shareholder Theory. Corporate Social Responsibility (CSR). Stakeholder Theory.
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Opportunities and challenges. Globalization. Markets and the State. Managing ethics in organizations.
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Officers and Controlling Shareholders and Board of Directors
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 The separation of ownership and control: the role of fiduciary duties
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Comparative modes of ethical analysis in business ethics



Global Business Management - Managerial Economics

DAY 9

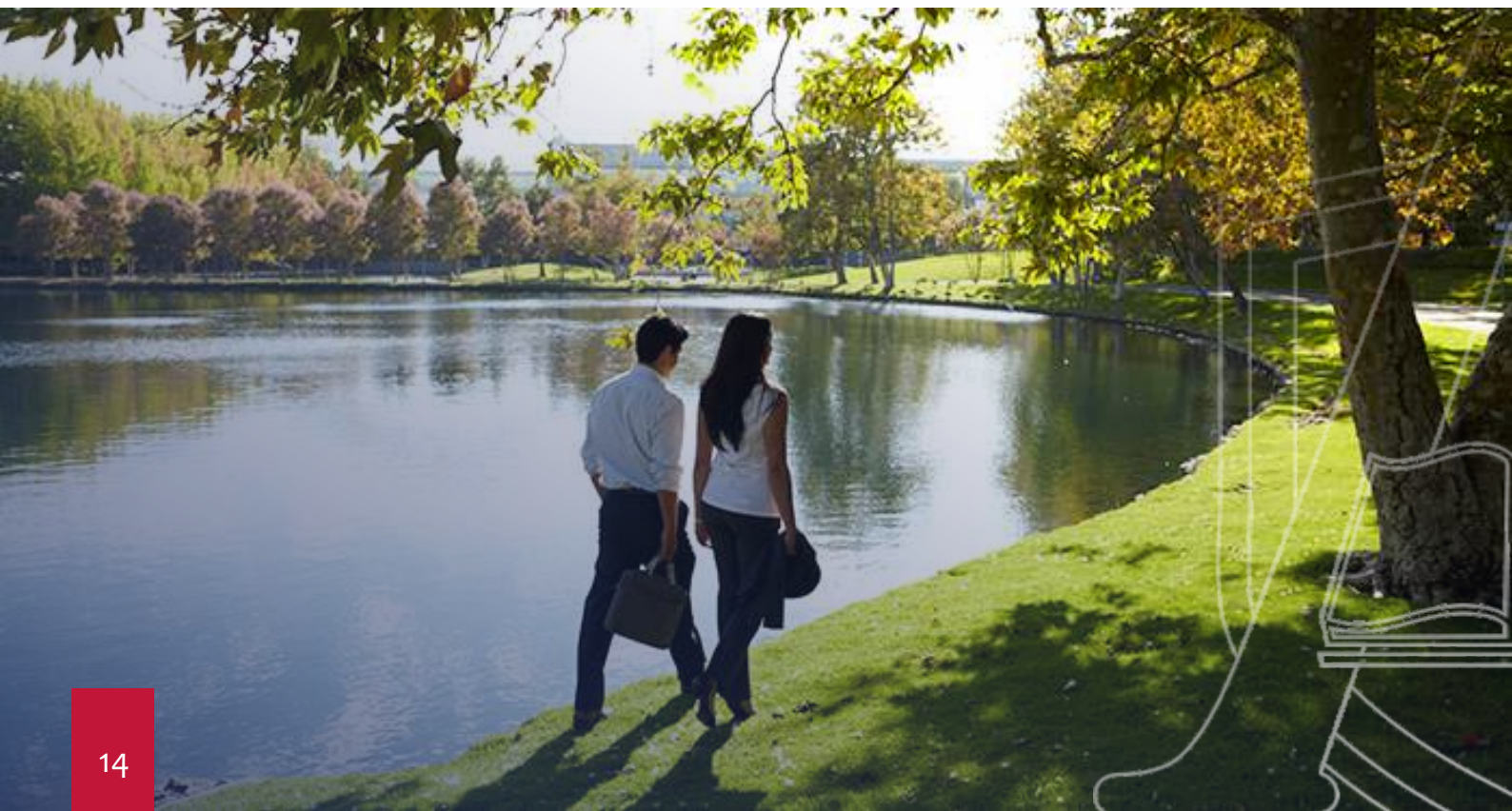
Managerial Economics	
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Using Economics in Management Decisions, and Understanding the Seller's Costs
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Understanding the Global Buyer's Demand
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Understanding Global Markets and Profit Maximizing
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 International Economies of Scale and Scope
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Relationships Between Industries: The Forces Moving Towards Long Run Equilibrium



Global Business Management - Information Technology

DAY 10

Information Technology	
8:30-9:00 am	Breakfast and Networking Session
9:00-10:30 am	Topic.1 Artificial Intelligence
10:30-10:45 am	Coffee Break – Knowledge sharing
10:45-12:15 pm	Topic.2 Wireless Digital Communications
12:15-1:15 pm	Lunch Break
1:15-2:45 pm	Topic.3 Blockchain Technology
2:45-3:00 pm	Coffee Break – Case Analysis
3:00-4:30 pm	Topic.4 Coding
4:30-4:45 pm	Coffee Break - Round Table Discussion
4:45-6:00 pm	Topic.5 Cloud & Cyber Security



Internship Overview

This part is a great addition to our Global Business Management program. You will participate in a two-week UNPAID internship/training in the Silicon Valley and/or San Francisco Bay Area from innovative organizations. This will provide you with hands-on exposure to companies with business projects who welcome your help. By working on real-world business problems, you will enhance your opportunities for jobs in your country or abroad. **One of the most important benefits of the internship we offer our students is the Silicon Valley and/or San Francisco Bay Area network of access, opportunity and innovation.**

Our well-structured, effective internship program is the key to maximize the potential of your bright young mind, and guide you to be a contributor. It's an effective internship experience that will be very beneficial to you as an intern. You will be exposed to best practices, effective management and an understanding of the skill sets and the application required to successfully transition into a productive contributor.

Our Internship Characteristics

- 1 The internship is well-structured that you get to work in various divisions or areas of the company. This helps you not only better understand the organizational structure, it also takes advantage of your ability to look at the business from different perspectives.
- 2 The internship challenges you continuously. Tasks and objectives are clearly defined, related to the degree you have received from your college or studying for it, and it should help you relate classroom learning to work environment.
- 3 At this internship, we help you to be more responsible but do not micromanage you. We train you and provide you with the resources to complete the tasks and hold you responsible.
- 4 Your assigned supervisor will guide you, help you feel like a part of the team. Your assigned supervisor will also have frequent meetings with you to provide feedback and direction.
- 5 Your assigned supervisor will provide you with meaningful tasks during downtime and let you free. More importantly, he or she won't give you tasks nobody wants to do.

The internship will help you to;

- Get real world experience
- Acquire knowledge about how the company operates
- See applications of what you learn in class
- Gain hands on business training
- **Build business relationships and network of access within the Silicon Valley**

Global Business Management - Program includes

- Course Material (Books and USBs)
- Two weeks of interactive Lectures led by internationally recognized scholars
- Two-week UNPAID Internship at Silicon Valley and/or San Francisco Bay Area companies
- World-Class Guest Speakers
- Daily coffee and lunch breaks during business days
- Global Business Management Program Certificate
- Six Credit hours transferable towards Austin University MBA program
- Nine CPD hours (Continuing Professional Education)
- One-year free access to Library and Information Resources Network (LIRN)
- Half Board Accommodation in Twin Room
- Transportation from/to San Francisco International Airport and Campus
- Closing ceremony on the gorgeous San Francisco bay including;
 - Two and a half hour Yacht Cruise
 - Four-Course Seated Dinner
 - Live entertainment
 - Scenic San Francisco Bay Views including the Golden Gate Bridge and the Bay Bridge
 - Completion ceremony, professional portraits, and video



Global Business Management – Location

The Program will be held at Austin University Executive Global Leadership Center in the San Francisco Bay Area. Your internship will take place in Silicon Valley, California, the hub of technology innovation in the United States and the world.

Global Business Management – Tuition

\$24,000 per Participant

Global Business Management – Scholarships

Partial tuition scholarships available for qualified students





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