



Professional Diploma in International Business Development



Ireland exports

€14.5
billion

worth of goods and services
to the UK each year –
12% of total exports.

One of the world's
largest markets, China,
accounts for just

3.7%

of total exports.

Expand your business into new and emerging markets

In a volatile global marketplace rattled by geo-political movements such as Brexit, organisations must broaden their customer base and reach new markets to achieve sustainable growth.

From cultural awareness to international market and channel management, doing business internationally requires new and innovative thinking at every stage. This programme will develop your competencies in international business, enabling you to enhance your current capabilities, to manage across multiple jurisdictions, or to grow your business in a dynamic global marketplace.

This programme is for you if:

- › You are an executive in an Irish SME or an affiliate of a global multinational based in Ireland who is currently involved or plans to be involved in developing a strategy for international business growth.
- › You are a sales or marketing executive from an Irish export focused organisation who is currently, or who plans to be, involved in developing business internationally.



A Graduate's View:

// The IMI Professional Diploma in International Business Development allowed me to change the way I approach business every day. It highlighted the importance on our organisation having a clear strategic vision and provided me with the support structures to assess the challenges and opportunities in such a competitive market. //

Liam Prendergast, Sales Director
ATC Electrical & Mechanical Ltd



Programme Themes:

- 1 Global Strategic Analysis**
 - › Conduct an analysis of macro to industry trends.
 - › Begin developing a business model that fulfils your mission, vision and goals.
 - › Develop continuous intelligence gathering processes and techniques.
- 2 Global Strategy Implementation**
 - › Develop a global organisational design, structure and culture which you can control.
 - › Learn about global business ethics and governance in multicultural contexts.
- 3 Global Strategy Development**
 - › Create global sustainable marketing and operational practises for your organisation.
 - › Develop a global talent pool and approach for deploying executives overseas.
- 4 Global Business Capabilities**
 - › Enhance your negotiation and relationship management capabilities.
 - › Develop your ability to communicate and present across international boundaries.
 - › Learn how to better manage a global virtual team.
- 5 Global Marketing and Channel Management**
 - › Develop global marketing and selling strategies.
 - › Craft an organisational plan to effectively leverage the international buying process and global supply chains.
 - › Discover new routes to market and develop international teams and resources.
 - › Become aware of the strategic positioning required in a global marketplace.
- 6 Global Leadership**
 - › Develop your international leadership capabilities, allowing you to better influence and lead across cultural boundaries.
 - › Explore your own leadership personality to discover how you can better manage internationally.

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This programme will equip you to:



Participate effectively in the global strategic management process in your organisation, which includes global strategy analysis, development and implementation.



Identify opportunities to optimise existing operations and team development strategies to generate a competitive advantage.



Develop skills to effectively manage cross-cultural virtual teams and the transfer of knowledge between organisational entities in different countries.



Deploy the appropriate marketing and sales response for penetration in global markets through the development of strong negotiation and partnering skills.

IMI Master of Business Framework

The flexible developmental journey demanded by professionals today so that they can become the future-fit leaders of tomorrow.

You determine the pathway that best suits your development needs. Once you have completed your chosen journey, you will receive either an MBS or an MSc, depending on your chosen path.

You can complete the taught element of each Professional Diploma on a modular basis over a 6-month period, and you have up to five years to complete all elements of the Framework.



Norma Murphy
Programme Director

Norma Murphy develops the capability of managers and business owners' capability to manage across multiple jurisdictions and grow their businesses in the dynamic global marketplace, combining research-based knowledge into practical organisational strategy. Her expertise is in International Business and Project Management and she has over 14 years' industry experience in Multinational IT companies.

Programme | Dublin

Next Start Date Autumn 2020

The programme is run over 6 x 3-day facilitated workshops.

For more information, including a full listing of facilitated workshop dates, please contact our programme advisors at programmeadvisors@imi.ie.

Price:

Corporate Member:	€8,390
SME:	€9,190
Non-Member:	€9,990



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