International Business Practices

16 – 20 August 2027
Bangkok (Thailand)



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Why This Course

In an increasingly borderless economy, success in global business requires more than technical expertise — it demands strategic agility, cultural intelligence, and ethical awareness.

Organizations must navigate diverse markets, business systems, and regulatory environments while maintaining competitiveness and global integrity.

The International Business Practices program offers a comprehensive understanding of how multinational enterprises operate across cultures, economies, and legal frameworks.

Participants will explore global business models, negotiation techniques, and operational challenges — learning how to adapt strategies, build trust, and sustain performance in diverse international contexts.

Through real-world case studies, interactive exercises, and global simulations, participants will gain the insight and confidence to manage cross-border business effectively and responsibly.

What You'll Learn and Practice

By joining this program, you will:

- Understand the core principles and dynamics of international business operations.
- Analyze economic, political, and cultural environments that influence global business decisions.
- Master cross-cultural communication and negotiation strategies.
- Learn international governance, ethics, and compliance frameworks.
- Explore global marketing, finance, and operations management models.
- Build capabilities in strategic adaptation, partnership management, and risk mitigation.
- Apply practical insights from real-world multinational corporations and trade scenarios.

The Program Flow

Day 1: The Global Business Environment

- Overview of globalization and the evolution of international business.
- Globalization drivers: trade, investment, technology, and institutions.
- Understanding political, legal, and economic systems across regions.
- Comparative analysis of developed, emerging, and frontier markets.
- Case study: How global corporations adapt to market volatility and change.



Day 2: Cross-Cultural Management and Communication

- The role of culture in global business success.
- Frameworks for understanding and managing cultural differences Hofstede, GLOBE.
- Communication and leadership styles across regions.
- Building Trust and Managing Conflict in Multicultural Teams
- Workshop: Conducting an international negotiation simulation.

Day 3: Global Strategy and Operations

- Strategic approaches to global expansion and competitiveness.
- Centralization vs. localization: balancing global consistency with local responsiveness.
- International supply chain and operational coordination.
- Leveraging digital transformation in global business.
- Case study: Operational excellence in cross-border project management.

Day 4: International Governance, Ethics, and Risk

- Corporate governance and transparency in global operations.
- Managing compliance with international regulations and ethical standards.
- Anti-corruption, fair trade, and responsible business conduct.
- Identifying and mitigating global business risks — political, financial, and reputational.
- Simulation: Designing an ethical decision-making framework for an international enterprise.

Day 5: Innovation, Leadership, and Future Trends

- Leadership in a globalized business environment.
- Driving innovation and digital collaboration across borders.
- Sustainability, ESG, and corporate responsibility in global operations.
- Emerging trends — regional trade blocs, AI in global business, and green trade.
- Group project: Developing a comprehensive international business strategy.

Individual Impact

- Gain a strategic understanding of how to operate effectively in global environments.
- Strengthen cross-cultural leadership, negotiation, and decision-making skills.
- Build confidence in managing international projects, teams, and partnerships.
- Develop a strong ethical and governance mindset for global operations.
- Enhance professional credibility as an adaptable and globally aware business leader.



Work Impact

- Improve organizational agility in navigating complex international markets.
- Strengthen collaboration and communication in cross-cultural teams.
- Ensure compliance and ethical integrity across multinational operations.
- Drive innovation and sustainable growth in global business strategies.
- Align corporate objectives with the realities of diverse business ecosystems.

Training Methodology

This program integrates interactive lectures, global simulations, and applied case studies to build practical, cross-functional expertise.

Learning methods include:

- Real-world case studies from leading multinational corporations.
- Cross-cultural negotiation and communication role-plays.
- Interactive group discussions on ethics, strategy, and governance.
- Global market simulations and scenario-based learning.
- Strategic toolkits for continuous professional application.

Beyond the Course

Upon completion, participants will be fully equipped to navigate and manage the complexities of international business environments with confidence and strategic insight.

Graduates will emerge as globally competent business professionals — able to lead diverse teams, make informed decisions, and build sustainable partnerships in the international marketplace.

