

STRATEGIC BUSINESS MASTERY FOR GLOBAL COMPETITIVENESS



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TRAINING CENTER



Introduction

Strategic Business Mastery for Global Competitiveness Training Course prepares professionals to compete successfully in international markets. Participants learn how to read global trends, position their business, and build the capabilities that create durable advantage. The program combines competitive strategy frameworks with practical work on market entry, pricing, and operating models. As a result, learners gain the confidence to make strategic choices that withstand global pressure. Furthermore, the course strengthens financial judgement, innovation discipline, and cross-market leadership.

Strategic Business Mastery for Global Competitiveness Course Objectives

- Analyze global markets using PESTLE and Porter's Five Forces.
- Apply competitive strategy frameworks such as Porter's generic strategies and value chain analysis.
- Assess growth options with the Ansoff matrix and BCG portfolio matrix.
- Evaluate market entry modes: exporting, licensing, joint ventures, and foreign direct investment.
- Apply blue ocean strategy and value innovation principles.
- Build competitive advantage through differentiation, cost leadership, and focus.
- Use the Balanced Scorecard and OKRs to translate global strategy into execution.
- Apply total quality management (TQM) and Lean Six Sigma for operational excellence.
- Assess country risk and international regulatory exposure.
- Benchmark competitors and set global KPIs with baselines and targets.

Course Methodology

- Interactive sessions built on global business and market entry cases.

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- Strategy workshops using PESTLE, Five Forces, and value chain analysis.
- Group work on market entry modes and competitive positioning.
- Hands-on practice with scorecards, KPIs, and benchmarking tools.
- Simulation of global pricing, sourcing, and competitive response decisions.
- Facilitator feedback and peer review on global strategy proposals.

Who Should Take This Course

- Senior managers and business unit leaders with growth mandates.
- Strategy, planning, and corporate development professionals.
- Export, international business, and market entry managers.
- Marketing and commercial leaders operating across markets.
- Operations and supply chain managers in global businesses.
- Consultants advising on competitiveness and international expansion.

Strategic Business Mastery for Global Competitiveness Course Outlines

Day 1: Global Business Environment and Competitive Analysis

- Drivers of globalization and market interdependence.
- Macro-environment scanning with PESTLE.
- Industry structure analysis with Porter's Five Forces.
- Competitor analysis and strategic group mapping.
- Value chain analysis and activity-based advantage.



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- Country risk, trade policy, and regulatory exposure.
- Case discussion: a company facing global disruption.

Day 2: Competitive Strategy and Positioning

- Porter's generic strategies: cost leadership, differentiation, and focus.
- Blue ocean strategy and value innovation.
- Core competence and resource-based view (RBV).
- Positioning, branding, and customer value proposition.
- Pricing strategy across markets and purchasing power.
- Strategic trade-offs and the danger of being stuck in the middle.
- Workshop: defining a competitive position for a global market.

Day 3: Growth, Market Entry, and Portfolio Choices

- Ansoff matrix for growth direction.
- BCG matrix for portfolio and investment decisions.
- Market entry modes: exporting, licensing, franchising, joint ventures, FDI.
- Strategic alliances and partnership structures.
- Mergers and acquisitions in international expansion.
- Diversification and risk balance across markets.
- Exercise: choosing an entry mode for a target market.

Day 4: Operational Excellence and Innovation Capability

- Total quality management (TQM) principles.
- Lean Six Sigma for process excellence and waste reduction.



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- Supply chain design, localization, and resilience.
- Innovation systems and R&D strategy.
- Digital transformation and data-driven decision-making.
- Benchmarking and continuous improvement practices.
- Simulation: improving competitiveness in a global operation.

Day 5: Strategy Execution, Metrics, and Global Leadership

- Translating global strategy with the Balanced Scorecard and OKRs.
- Setting global KPIs, baselines, and targets.
- Managing cultural differences across markets.
- Global talent, teams, and leadership practices.
- Risk management with risk registers and scenario planning.
- Reviewing strategy and adapting to market shifts.
- Capstone: presenting a global competitiveness strategy.

Conclusion

By successfully completing Strategic Business Mastery for Global Competitiveness, participants will gain a practical command of competitive strategy, market entry, and international execution. They will acquire skills in global analysis, positioning, operational excellence, and performance measurement across markets. Gentex Training Center designs the program to help professionals build businesses that compete confidently and grow sustainably worldwide.





FAQs

Q1 What is the "Strategic Business Mastery for Global Competitiveness" course about?

It covers how to compete effectively in international markets by combining analysis, positioning, and disciplined execution. The course spans global environment scanning, competitive strategy, growth and entry choices, operational excellence, and performance measurement across multiple markets.

Q2 What are the key benefits of the "Strategic Business Mastery for Global Competitiveness" course?

You gain a clearer basis for strategic choices in global markets rather than reacting to competitors. The course improves market entry decisions, sharpens pricing and positioning, strengthens operational competitiveness, and helps you build metrics that show whether global strategy is actually delivering.

Q3 What skills will I gain from the "Strategic Business Mastery for Global Competitiveness" course?

You will develop four core skills: global market and competitive analysis, competitive strategy and positioning, growth and market entry decision-making, and operational excellence with global performance measurement.



Q4 What tools, methods, or standards are covered in the "Strategic Business Mastery for Global Competitiveness" course?

The course covers PESTLE, Porter's Five Forces, Porter's generic strategies, value chain analysis, the Ansoff matrix, the BCG matrix, blue ocean strategy, the resource-based view (RBV), total quality management (TQM), Lean Six Sigma, benchmarking, the Balanced Scorecard, OKRs, and risk registers with scenario planning.

Q5 How is the "Strategic Business Mastery for Global Competitiveness" course applied in real-world practice?

Participants apply it to real work such as assessing a new export market, choosing between a joint venture and direct investment, repositioning a product against international rivals, and building a global scorecard. The same methods support pricing reviews, supply chain localization, and competitor benchmarking.