

THE CHALLENGE OF GLOBALISATION



GENTEX[®]
TRAINING CENTER



Introduction

The Challenge of Globalisation Training Course helps leaders and professionals make sense of an interconnected economy and respond to it with clear decisions. Participants examine trade, investment, and supply patterns, then work through the social, political, and ethical tensions that globalisation creates. The programme combines economic analysis with strategic and policy response. As a result, learners gain a practical framework for assessing global risk and opportunity rather than reacting to headlines. Furthermore, the course strengthens cross-cultural judgement, stakeholder reasoning, and the resilience needed in volatile international markets.

The Challenge of Globalisation Course Objectives

- Explain the drivers of globalisation, including trade, capital, technology, and migration.
- Analyse global economic integration using comparative advantage and trade theory.
- Read the global landscape with PESTLE and scenario planning.
- Assess country and market risk using political, economic, and regulatory indicators.
- Evaluate supply chain exposure and reshoring or nearshoring options.
- Apply Porter's Diamond and national competitiveness analysis.
- Interpret international institutions and frameworks such as the WTO, IMF, and OECD guidelines.
- Examine labour, environmental, and human rights expectations across borders.
- Build strategic responses to protectionism, tariffs, and trade disruption.
- Develop stakeholder and communication strategies for global change.

Course Methodology

- Interactive sessions built on globalisation cases and current trade data.
- Workshops on country risk assessment, scenario planning, and supply exposure.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Group work on trade disruption, tariffs, and market entry responses.
- Hands-on practice with PESTLE, Porter's Diamond, and risk scorecards.
- Simulation of a trade shock and an international stakeholder negotiation.
- Facilitator coaching and peer review on global response plans.

Who Should Take This Course

- Senior managers and directors with international exposure.
- Strategy and corporate development professionals.
- Supply chain, procurement, and sourcing leaders.
- Public policy and international relations professionals.
- Risk, compliance, and ESG practitioners.
- Consultants advising on global markets and expansion.

The Challenge of Globalisation Course Outlines

Day 1: Foundations and Drivers of Globalisation

- Definition and dimensions of globalisation.
- Drivers: trade liberalisation, capital flows, technology, and migration.
- Comparative advantage and the case for trade.
- Global value chains and production fragmentation.
- Winners and losers within and between economies.
- Measuring integration: trade, FDI, and connectivity indicators.
- Case discussion: a sector reshaped by global competition.

Day 2: The Global Economic and Political Landscape



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- International institutions: WTO, IMF, World Bank, and OECD guidelines.
- Trade agreements, blocs, and regional integration.
- Protectionism, tariffs, and non-tariff barriers.
- Geopolitics, sanctions, and economic statecraft.
- Currency, inflation, and commodity exposure.
- PESTLE and scenario planning for global uncertainty.
- Workshop: scenario planning for a volatile market.

Day 3: Country Risk, Competitiveness, and Market Entry

- Country risk assessment: political, economic, and regulatory indicators.
- Sovereign, credit, and transfer risk basics.
- Porter's Diamond and national competitiveness.
- Market entry modes and localization trade-offs.
- Legal, tax, and regulatory differences across jurisdictions.
- Corruption, integrity, and anti-bribery expectations.
- Exercise: building a country risk scorecard.

Day 4: Global Supply Chains and Trade Disruption

- Global sourcing, offshoring, reshoring, and nearshoring.
- Supply chain concentration and single-source exposure.
- Logistics, shipping, and border friction.
- Tariffs, rules of origin, and customs compliance.
- Resilience through dual sourcing and buffer strategies.
- Labour standards and human rights in global supply chains.



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Simulation: responding to a trade shock and tariff change.

Day 5: Strategic Response, Ethics, and Communication

- Strategic responses to globalisation: adapt, hedge, or localize.
- Sustainability, climate, and ESG expectations across markets.
- Stakeholder mapping and cross-cultural communication.
- Managing reputation and trust in global markets.
- Building organizational capability for international work.
- Leading global change and managing uncertainty.
- Capstone: presenting a globalisation response plan.

Conclusion

By successfully completing The Challenge of Globalisation, participants will gain a practical command of global economic, political, and ethical forces and how they shape decisions. They will acquire skills in country risk assessment, trade and supply chain analysis, competitive positioning, and stakeholder communication across borders. Gentex Training Center designs the programme to help professionals respond to global change with evidence and judgement.

FAQs

Q1 What is the "The Challenge of Globalisation" course about?



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



It helps leaders and professionals make sense of an interconnected economy and respond to it with clear decisions. The course spans the drivers of globalisation, the global economic and political landscape, country risk and competitiveness, supply chains and trade disruption, and strategic, ethical response.

Q2 What are the key benefits of the "The Challenge of Globalisation" course?

You gain a practical framework for assessing global risk and opportunity rather than reacting to headlines. The course improves country and supply chain risk judgement, sharpens market entry thinking, and helps you handle protectionism, tariffs, and ethical expectations with evidence.

Q3 What skills will I gain from the "The Challenge of Globalisation" course?

You will develop four core skills: global economic and political analysis, country and market risk assessment, global supply chain and trade disruption management, and strategic response with cross-cultural stakeholder communication.

Q4 What tools, methods, or standards are covered in the "The Challenge of Globalisation" course?

The course covers comparative advantage and trade theory, global value chain analysis, PESTLE, scenario planning, country risk scorecards using political, economic, and regulatory indicators, Porter's Diamond, market entry mode frameworks, rules of origin and customs compliance, dual sourcing and buffer strategies, WTO, IMF, World Bank, and OECD guidelines, and anti-bribery and labour standards frameworks.





Q5 How is the "The Challenge of Globalisation" course applied in real-world practice?

Participants apply it to real work such as assessing exposure to a new tariff regime, building a country risk scorecard for an expansion decision, redesigning sourcing to reduce single-source risk, and preparing a stakeholder plan for a contested market. The same methods support global ESG and integrity reviews.