



John Ahlers Center for International Business at the University of San Diego

The John Ahlers Center for International Business at the University of San Diego (USD) was founded in 1994 with a generous endowment from the estate of John and Carolyn Ahlers making it one of a few of the privately endowed Centers of International Business in the world. The Ahlers Center supports USD faculty in the area of international business research and education. Through the Ahlers Center, USD draws international scholars/executives in residence, provides executive education programs, conducts graduate and undergraduate business courses abroad, and has dual degree programs with partner schools in Latin America and Europe.



San Diego World Trade Center (SDWTC)

San Diego World Trade Center (SDWTC) positions San Diego and regional businesses for global recognition and market success by leveraging its international expertise, resources and network. San Diego World Trade Center (SDWTC) is licensed by the World Trade Centers Association (WTCA) in New York City and is affiliated with an international network of over 750,000 international trading corporations. There are over 289 members in 85 countries. They are involved in the development or operation of World Trade Centers or in providing related services.



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www.sandiego.edu/IntlBus



Ahlers Center for International Business Certificate In Global Strategy and Management

School of Business Administration



Certificate In Global Strategy and Management



The University of San Diego's School of Business Administration and the San Diego World Trade Center invite you to build your foundation of international business through the University's Certificate in Global Strategy and Management (GSM).

Concept and Skills Acquisition:

- Determine the most profitable market opportunities
- Effectively establish a global presence
- Managing varied cultural, political and ethical differences
- Risks and rewards of conducting business abroad
- Build a cohesive strategy to enter new and existing markets
- Functional business disciplines on international scale

Value Proposition:

- Comprehensive offering of courses focused on relevant international business issues and practices
- Expert faculty and practitioners leading all seminars
- Immediate application of knowledge and skills
- Take one or all seminars depending upon your interests and schedule

Program Schedule

Each individual seminar can be taken independent of others, or take a series of six courses to earn the University of San Diego's Certificate in Global Strategy and Management. The GSM program certificate requires completion of four core seminars and two electives of your choice.

Each seminar consists of three sessions meeting for three consecutive weeks from 6 - 9 p.m. on the USD Campus. A light dinner is provided.

There is no time limit in which one must complete all seminars in order to earn the University of San Diego's Certificate in Global Strategy and Management.

Required Core Seminars:

- Global Marketing
- International Finance
- Global Supply Chain Management
- Global Business Strategy

Electives

While our electives often change depending upon the market needs, electives offered in the past include:

- International Marketing Research
- International Negotiations
- Legal Aspects of International Trade
- Doing Business in Asia
- Doing Business in Latin America
- Cross Cultural Relationship Development and Communication

More Information

To obtain fee information, program details and to register for a seminar or the certificate series, please visit www.sandiego.edu/gsm.

Or contact:

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The University of San Diego

The University of San Diego is committed to academic excellence as well as integrating ethical leadership throughout the curriculum. The degree programs offered through the School of Business Administration have achieved the highest level of international recognition and are fully accredited by AACSB International, and the undergraduate business program was ranked No. 46 by *BusinessWeek's* "Best Undergrad B-School" 2007 survey. Moreover, the school is a member of the European Foundation of Management Development (EFMD) and Latin American Council of Management Schools (CLADEA). Graduate degree programs include a Master of Business Administration (MBA), a Master of Science in Taxation (MTAX) and a Master of Science in Accountancy and Financial Management (MAFM), as well as a variety of innovative graduate programs such as an International Master of Business Administration (IMBA), a Master of Science in Global Leadership (MSGL), a Master of Science in Real Estate (MSRE) and a Master of Science in Executive Leadership (MSEL) that is offered in alliance with the Ken Blanchard Companies.

