

# Summer Institute for Global Business Management (SIGBM)

JACK WELCH COLLEGE OF BUSINESS

July 9 to August 3, 2018



## U.S. and International students are encouraged to enroll

The four week summer **SIGBM** program provides a practical framework for understanding the key dimensions critical to effective global business management while emphasizing the most pressing current challenges faced by global business leaders. Rising undergraduate juniors/seniors and recent graduates of undergraduate programs are encouraged to enroll. SIGBM participants will gain a fundamental grounding in global business management and will enhance skills essential for success after college. The program includes:

- **Business and Financial Analysis**
- **Strategic planning**
- **Global financial markets**
- **Leadership**
- **Working Effectively in Teams**
- **Critical Thinking and Decision Making**
- **Communicating effectively in a business environment**
- **Interest Rates**
- **Currency**
- **Equity**

The program integrates current management theory with practical application and includes numerous corporate visits, cultural excursions and discussions with business leaders and faculty. The classroom experience will center on case studies in an active learning environment facilitated by business leaders and faculty with strong credentials in academic research and real world experience in consulting, financial markets, banking and global business management. The program includes firm visits to case firms to provide context as participants undertake a competitive analysis of a firm that includes assessment of the firm's corporate vision, strategy, business model, leadership development practices and corporate culture.

## Program Location

The program will be conducted in Fairfield, Connecticut on the beautiful main campus of Sacred Heart University. Fairfield is situated between **New York City and Boston** and is known for having the highest concentration of hedge funds in the United States.

### PROGRAM DATES

July 9 to August 3, 2018

### APPLICATION DATES

Application Deadline: February 1, 2018

Application Decision: February 15, 2018

Issuance of I-20's: March 1, 2018

### Credits

Undergraduates and graduates will receive three transfer credits.

### APPLICATION PROCESS

Complete application form at:

[www.sacredheart.edu/SIGBM](http://www.sacredheart.edu/SIGBM)

### PROGRAM COST

\$3,500 — includes instruction materials, room and meals.

### PLANNED TRIPS

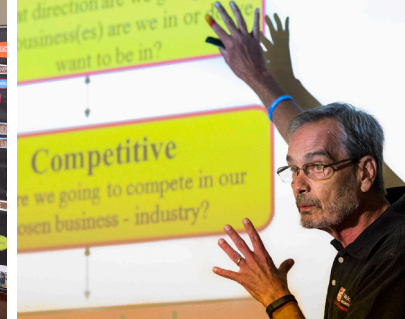
**Note:** *F1-Student Visa will be issued for the duration of the program — an additional \$65 fee for processing and shipping the I-20, document necessary to obtain an F-1 student visa, will be added to cost.*



Sacred Heart  
UNIVERSITY

Sacred Heart University  
Jack Welch College of Business  
5151 Park Avenue | Fairfield, CT 06825  
[www.sacredheart.edu](http://www.sacredheart.edu)

FOR MORE INFORMATION:  
Visit: [www.sacredheart.edu/SIGBM](http://www.sacredheart.edu/SIGBM)



## Certificate in Global Business Management — 120 hours of activities

### SIGBM Program Curriculum:

The program consists of four integrated weeklong modules, each focusing on a different dimension of the global business environment. Professional development sessions are integrated throughout the four weeks.

### Week 1: Global Business Environment

The first week of this intensive curriculum introduces essential business terms, tools and skills. Participants learn about competitive markets, profitability, risk and business modeling and engage in discussions related to business ethics, sustainability and corporate social responsibility.

During week one, the professional development component is effective communication. Hands on sessions are geared toward improving capabilities in business writing and presentations and non-verbal communication. Technical writing, presentation preparation and effective speaking in a diverse, global business environment are emphasized.

### Week 2: Global Financial Markets

Week two focuses on the structure and dynamics of global financial markets. Participants study the primary financial markets and the assets traded in these markets. The sessions will help develop a better understanding of how financial markets work from both a theoretical and practical perspective, how different financial



markets interact and underpin the economy, and the increasing importance of information and technology in global financial markets. These sessions will be conducted in our state-of-the-art Trading Lab.

Professional development sessions in week two include workshops on business etiquette, negotiation skills, time management and inter-personal communication skills.

### Week 3: Global Marketing

The evaluation of global market opportunities and development of market entry and expansion strategies designed to create customer value is covered in week three. Participants will learn to assess global marketing opportunities and to develop and manage marketing strategies in a global setting. Digital marketing and social media marketing are emphasized throughout the week.

During week three free golf lessons are offered during the professional development session. The importance of golf and other activities as tools to facilitate networking is emphasized.

### Week 4: Entrepreneurship and Career Management

Week four, the final week, culminates with discussions on both starting a business and pursuing a successful professional career. Successful entrepreneurs attend these sessions to tell their stories while providing opportunities for the group to interact with these individuals and learn from their successes.

In addition, participants will be invited to a number of workshops on resume writing, setting of effective career goals, job search strategies, interviewing techniques and public speaking. These workshops will equip participants with the skills and information needed to obtain internships and full time employment opportunities.

Undergraduate and graduate program coordinators will be available to discuss options in pursuing either undergraduate or graduate studies in the United States.



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