



PLAN DE ESTUDIO CURSO GLOBAL THINKING ON BUSINESS

MODULO

CONTENIDO

Globalization and economic development	<ul style="list-style-type: none">• Effects of globalization• Global structures• Competitiveness• Economic development• Social development
Competitiveness between countries	<ul style="list-style-type: none">• North-south competitiveness• Productivity and international competitiveness• Competitiveness indicators• International competitiveness sources• International productivity variables• International competitiveness strategies
The international logistics	<ul style="list-style-type: none">• The logistics distribution chain• National and international distribution chain

- Transportation modes and freight
- International logistics and competitiveness
- Branding
- Advertising

Product's brand and packaging management

- Packing
- Packaging
- Strategic management
- Economic sectors in Colombia
- Economic subsectors in Colombia
- The negotiation process
- Skills of a successful negotiator
- Doing businesses