



Gatton College of Business and Economics

Global Strategy and Commerce Certificate Program

Program Overview:

This certificate course is designed to educate students on foundational aspects of international business. The Gatton College is partnering with the World Trade Center Kentucky, a leading provider of trade education, consulting, and business trade missions. Subject matter experts will also guest speak and provide guidance on certain topics. The training consists of approximately 20 hours of classroom training covering topics including:

- Import and export
- Global branding and positioning
- International risk management
- Global currency
- Foreign trade agreements
- International legal considerations

In order to successfully complete the course and earn their certification, students must successfully present a group based case study project, submit a speaker diary, as well as submit a take home essay. The case study will involve a real world situation provided by our partner company, Brown-Forman Corporation.

Training Schedule and Accommodations:

- Monday, January 8, 2018 – 9:00 a.m. – 4:30 p.m.
- Tuesday, January 9, 2018 – 9:00 a.m. – 4:30 p.m.
- Friday, January 12, 2018 – 9:00 a.m. – 2:00 p.m.

The program will take place at Gatton College. A continental breakfast will be served at 8:30 a.m. each day and lunch will be provided.