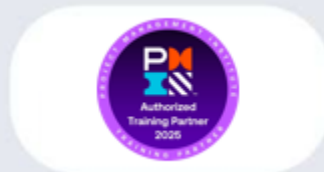




Export & International Business Management

Made in Italy - EIBM

Virtual class with experiential bootcamps in Italy



GEMA BUSINESS SCHOOL



For over 40 years, GEMA Business School has delivered excellence in higher education, offering programs tailored to the needs of individuals and organizations on both a national and international scale.

The wide offer of Post Graduate Programs for young students, Executive Courses for managers and entrepreneurs and Corporate projects for both public and private businesses, also delivered in English, make **GEMA one of the most dynamic and influential Italian Business Schools**.

GEMA Business School has always been a distinctive and qualified voice in the education field whereas talent enhancement, skills development, people and business growth are required.

The close connection with Companies' environment and Business Associations, the offer of high-level training programs, the international nature of the Faculty, the big attention to each student needs and expectations are just some of the essentials which lead GEMA Business School to be considered as **a choice of excellence** in the landscape of Italian business schools.

GEMA Business School is also a member of **Principles for Responsible Management Education (PRME)** a supported of United Nations initiative that aims to raise the profile of sustainability through Seven Principles focused on serving society and safeguarding the planet. PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals.

ASFOR
SOCIO ORDINARIO



PRME Principles for Responsible
Management Education
an initiative of the United Nations Global Compact

WHY CHOOSE THE EIBM PROGRAMME

EIBM is a comprehensive **course taught in English, online in a virtual class with some bootcamps in Italy**, in a multicultural and cosmopolite environment, one of the most comprehensive programs within the Italian Higher Education market in Italy, able to make you a **professional in Export and International Business Management**.

It's a Master's Degree that can provide you with skills and tools on the topic of business development in foreign markets and internationalization, also through constant dialogue with successful **"Made in Italy"** companies.

EIBM program is organized with highly **experiential teaching methods**: in GEMA Business School classes are designed as real workshops that will allow you to immediately put into practice what you're learning.

Faculty Members are successful managers and professionals with many years of international experience, engaged daily in their respective areas of specialization.

EIBM Program allows you to **join a network of companies** that operate in the field of export and international management and where you can carry out your internship or project work in a successful Italian Company.

TARGET AUDIENCE

The Master Program in **Export and International Business Management (EIBM)** is tailored to **young post-graduate students and professionals**, brilliant people like you who want to be part of the beating heart of businesses.

We are looking for curious young candidates, empathetic individuals, lovers of foreign languages and cultures, explorers with "***esprit de finesse***", leaders capable of communicating, mobilizing company resources and creating a relationship of trust with operators from different cultures and countries. If you recognize yourself in this description, this is the training program you are looking for.

The Course has a limited number of students and is characterized by a rigorous admissions process that aims to evaluate the candidate's CV and their aptitude and motivational profile.

Particular attention is paid to the level of knowledge of the English language which must be at least CEFR B2 level.



GEMA Business School has adopted the "Bologna Process" guidelines with ECTS credits. Therefore, this Program certifies training credits up to **30 ECTS**.



PROGRAM MAIN OBJECTIVE

The objective of the EIBM is to **train Export and International Business Managers** ready to work with successful Italian export-oriented companies and to contribute to their growth in the international markets.

OBJECTIVES

The highly experiential methodological approach is centered on **LEARN-HOW-TO-DO** it will allow you to:

- Enter complex **organizational structures operating** on foreign markets and understand the rules and management systems of their governance.
- Be able to execute **Export and International Business** function and other corporate ones related to foreign markets management.
- **Manage an Export Office** with all its related operations (transports, customs, tariffs, international taxation, international contracts, etc.).
- Develop an **export commercial strategy** by carrying out **market analysis in the international context**, preparing and monitoring **international marketing** plans that consider multicultural dynamics.
- Define the most **proper entry strategy in foreign markets**, identified as priorities.
- Conduct **international trade negotiations** using the most advanced negotiation techniques.
- Use and master **the digital tools** to improve the ability to search for new and potential foreign customers: from Web marketing to Social Media and E-commerce.
- Get **problem-solving, leadership and decision-making skills**, thanks to the team working with assigned times and company guidelines.



CAREER OPPORTUNITIES

Export and Internationalization are currently the main development areas in business. For this reason, companies are searching for young people able to catch good opportunities related to international trade, to identify new markets, to innovate and to plan new abroad strategies.

This Master Program intends to respond to these needs by giving you a 360-degree view of Export and International Business Management and **making your profile suitable for entering** one of the following professional figures:

- **Export Manager**
- **Area Export Manager**
- **Export Sales Assistant**
- **International Marketing Manager**
- **International Market Analyst**
- **International Branch Manager**
- **Temporary Export Manager**



ORGANIZATIONAL MODELS AND BUSINESS STRATEGIES

You'll understand how world economic policy and macroeconomic choices affect business strategies and consumer behavior. You will analyze the structure and functioning of companies and the evolution of different organizational models. You will be able to evaluate the **possibility of international projection of companies.**

FINANCE & CONTROL

In this module you will acquire the essential skills **to plan and strategically control the economic and financial management** of a company. You will learn to evaluate the company and protect its assets, to define industrial plans and investment operations on international markets..

PROJECT MANAGEMENT

Through the Project Management Institute® methodology, for which GEMA Business School is an **Authorized Training Partner (ATP)**, you will develop the **ability to manage the complete development of a marketing and export plan.** You will also acquire the skills to develop the economic dimension of projects and draw up budgeting aspects related to marketing strategies.



COURSE PROGRAMME

INTERNATIONAL MARKETING

INTERNATIONAL MARKETING EVOLUTION

You'll understand the basic terminology of marketing, and you will learn to identify and use the basic elements of the **Marketing Mix**. Subsequently, you'll develop analytical skills by referring to fundamental categories such as market, competition, segmentation, the marketing information system, research, SWOT analysis.

INTERNATIONAL BUSINESS COMMUNICATION

You'll fully deal with the fundamental concepts of business communication in an international context according to the **strategic approach of integrated communication**, deepening the different areas and tools with the help of experts and specialists.

PRODUCT AND BRAND MANAGEMENT

You'll learn how to internationally **enhance the brand's value** and design the strategic brand reputation in the digital age. You'll delve into matters such as Brand Identity, Brand Awareness, Brand Image, Brand Positioning and Customer-based brand equity (CBBE).

INTERNATIONAL AND DIGITAL MARKETING STRATEGY

You'll acquire the skills to understand the dynamics of market innovation processes, focusing on the development of new business models generated by **Digital Transformation**. You will understand the reference strategies of Digital Marketing: Customer Experience Design, Digital Customer Journey, User Engagement, Lead Generation and funneling techniques aimed at users' generation and conversion.



COURSE PROGRAMME

INTERNATIONAL TRADE

INTERNATIONAL NEGOTIATION TECHNIQUES

You'll learn to conduct a commercial negotiation at an international level by developing the main skills of sales and negotiation: "**Intelligence, Strategy, Soft Skills, Process and Psychology**". You'll learn how to create and manage "contacts" in international markets, how to adapt your sales approach to different cultural contexts, how to create, develop and maintain a foreign sales network.

INTERNATIONAL TRADE TECHNIQUES

You'll learn how to manage the **main operational problems** related to foreign trade. You'll also receive the basics that allow you to work on the main types of international contracts (distribution, joint ventures, franchises, etc.). You'll be able to evaluate and manage the **tax and customs** implications of export operations (VAT, customs tariffs etc.) and to **manage payment terms and product logistics**. You'll also know the **main insurance tools** to cover the company from country and customer risk and to coordinate all the export **operations, from offer to payment**, managing the related documentation.

GEO-TRADE

In this module, you'll acquire the **operational tools** that help to effectively manage the countries of interest, and you will understand the geopolitical and geo-economic trends that characterize them. You'll focus, among others, on: **South-East Asia, Mercosur-EU FTA, India-EU FTA, USA and Canada, Far East and Africa**.



COURSE PROGRAMME

SKILL BOOST

SOFT SKILLS: MANAGERIAL – PERSONAL DEVELOPMENT

In this module, you will be stimulated to develop **behavioural and relational skills** aimed at reaching an effective interaction with the organizational contexts in which you'll deal with. Interpersonal communication, teamwork, problem solving, leadership, negotiation are some of the skills you'll develop to increase your managerial behavioural attitudes.

SEMINARS AND BUSINESS WORKSHOPS

In order to bring the Master Program as close as possible to the professional scenario, you'll have the opportunity to **follow several prestigious seminars and workshops** hosted by **export managers, company representative and institutional deputies**. This will allow you to deepen monographic topics based on the latest trends.

PROJECT WORK

Under the supervision of a teacher-facilitator, you will experience the realization of a specific **international business project** commissioned by a company based on its real needs. You will concretely apply the skills learned previously and constructively compare yourself with essential activities such as: **working in a team, planning and observing deadlines, presenting your work in front of an audience in a professional way.**



CAREER PATH & COACHING IN EXPORT MANAGEMENT

Accelerate Your Career as an Export Manager



What's Included:

6 Individual Sessions plus follow-ups over a 3-month period, led by senior Export Managers acting as Executive Coaches and Career Advisors.

Skills Audit & Attitudinal Profile: A comprehensive technical and soft-skill analysis to identify your ideal positioning within the international trade sector.

Export-Specific Personal Branding: Professional optimization of your LinkedIn profile and CV, tailored to the specific dynamics of the global import-export market.

Tailored Outcomes (Personalized to your profile): Depending on your goals and current professional status, the program will culminate in one of the following concrete actions:

OPTION 1 - PLACEMENT (For those entering the market): Internship placement within GEMA's network of corporate partners, specifically selected to align with your profile and aptitudes.

OPTION 2 - CAREER PROGRESSION (For experienced professionals): Development of an Individual Development Plan (IDP) and assisted networking to facilitate vertical growth or a strategic transition into export management roles.

FEES: €2,000 + VAT

FACULTY MEMBERS

The teaching staff of GEMA Business School and the EIBM Program is made up of **Professionals, Managers and Business Consultants** with significant work experience in their field and in the advanced training. They will give you technical and practical content with continuous references to the experiences gained in the field and to the concrete problems of professional life. Among them:

LECTURERS



Roberto Ceraudo

Linked in

Program Learning Director



Marco Bertagni

Linked in



Ettore Sbandi

Linked in



Roberto Pera

Linked in



Giuliano Caldo

Linked in



Daniele Trimarchi

Linked in

TESTIMONIALS



Davide Terrone

Linked in



Cristiano Gabriele

Linked in



Arne Mohn

Linked in



Alessia Catania

Linked in



Gaetano Rinaldi

Linked in



WHAT STUDENTS SAY

At the end of the class period, students of GEMA Programs take their job opportunities experiencing the business environment, each of them developing their own professional growth. We are proud to boast an ever-growing number of alumni who hold prestigious positions in leading companies.



Davide Longo

International Business Development Manager at IDE TERMO BASKI

"The EIBM program is an excellent warm-up to approach foreign markets and understand the export manager role. Important business testimonials and highly qualified professors, available in conveying notions of foreign trade, negotiation, international tax treatment, logistics, contracts, marketing and project management. A recommended training for life!"



Simone Isidori

Digital Export Manager CHINA at Lorycaff

"The Master Program offers the opportunity to come into direct contact with the various professional figures operating in the Import/Export field. This allows you to have immediate and practical knowledge of the dynamics of the sector. The knowledge and skills of a specialized Export Manager are now particularly appreciated by companies, and this program provides the right tools".



Giovanni Cecere

Sales Manager at Allianz

"The Master Program has been a precious link between theoretical information and the work field. I had the opportunity to meet so many interesting people coming from different places of the world and from several market sectors at very high level. Experience, know-how and network building are the most important values that the Master Program can give to all the students".

PARTNERS



CAMERA DI COMMERCIO
E INDUSTRIA ITALIANA
IN TURCHIA



CAMERA DI COMMERCIO
ITALIANA PER LA GERMANIA
ITALIENISCHE HANDELSKAMMER
FÜR DEUTSCHLAND
Fondata nel 1911 gegründet



studiodelsorbo
DELIVERING VALUE FOR IMPORTERS & EXPORTERS



Italian Chamber of Commerce
in Canada - West

Johnson & Johnson

Rödl & Partner



L'ORÉAL®



BRUNELLO CUCINELLI



Baxter



Mercedes-Benz



INFO

TO LEARN MORE AND
BOOK AN INTERVIEW,
PLEASE CONTACT US
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+39.06.7265221
info@gema.it

WWW.GEMA.IT

DURATION:

300 HOURS – 6 MONTHS

TUITION FEE:

Master EIBM:

7.900 euro + VAT

Career Path and Coaching:

2.000 euro + VAT (optional)



ONLINE FORMULA

All in, even if remotely!

GEMA online training is more than just an online course; it is a virtual class in synchronous mode with lessons held at set times and days that can promote a high level of interaction between learners and teachers.

Working in a group has never been easier for a virtual-class course. Thanks to the Microsoft-based training and meeting platform, teachers can assign exercises in subgroups, promoting a high level of involvement.

The program also features experiential bootcamps in Italy, combining training at GEMA's Rome campus with exclusive site visits to our partner companies.



Maximum flexibility!

If for some reason you cannot take part in one or more lessons, you won't miss anything: all classes and sessions will be recorded, and you can review them whenever you want.

Finally, the training experience carried out through these modalities adds an important value to the educational path: the acquisition of the necessary familiarity with the use of digital means and tools for your job.

+40

YEARS OF
EXPERIENCE

+350

CLIENTS AND
PARTNERS COMPANIES

+30000

PARTICIPANTS
EVERY YEAR

+1300

TRAINING DAYS
EVERY YEAR



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