

Global Leadership Institute
School of International Relations and Pacific Studies
University of California, San Diego

Proposed Schedule
University Program in International Management

WEEK 1	Monday	Tuesday	Wednesday	Thursday	Friday
10:00 - 12:00	Welcome Orientation	GLI 460: Organizational Leadership	GLI 440: Product Marketing and Management	GLI 460: Organizational Leadership	Lecture: International Economics
12:00 - 13:00	Lunch	Lunch	Lunch	Lunch	Lunch
13:00 - 15:00	Campus and Library Tours	GLI 460: Organizational Leadership	GLI 440: Product Marketing and Management	GLI 460: Organizational Leadership	Independent Study
15:30 - 17:00	Independent Study	Independent Study	Independent Study	Independent Study	
WEEK 2	Monday	Tuesday	Wednesday	Thursday	Friday
10:00 - 12:00	GLI 440: Product Marketing and Management	On-campus Field Trip: Calif. Inst. for Telecommunications and Information Technology	GLI 440: Product Marketing and Management	GLI 460: Organizational Leadership	Lecture: Environmental Economics
12:00 - 13:00	Lunch	Lunch	Lunch	Lunch	Lunch
13:00 - 15:00	GLI 440: Product Marketing and Management	Independent Study	GLI 440: Product Marketing and Management	GLI 460: Organizational Leadership	Lecture: Environmental Economics
15:30 - 17:00	Independent Study		Independent Study	Independent Study	Independent Study
WEEK 3	Monday	Tuesday	Wednesday	Thursday	Friday
10:00 - 12:00	GLI 440: Product Marketing and Management	Lecture: Business Innovation	GLI 520: Global Business Strategy	GLI 460: Organizational Leadership	GLI 520: Global Business Strategy
12:00 - 13:00	Lunch	Lunch	Lunch	Lunch	Lunch
13:00 - 15:00	GLI 440: Product Marketing and Management	Independent Study	GLI 520: Global Business Strategy	GLI 460: Organizational Leadership	GLI 520: Global Business Strategy
15:30 - 17:00	Independent Study		Independent Study	Independent Study	Independent Study
WEEK 4	Monday	Tuesday	Wednesday	Thursday	Friday
10:00 - 12:00	GLI 520: Global Business Strategy	Global Business Strategy Field Trip	GLI 520: Global Business Strategy	Lecture: Econometrics	Closing Ceremony Awarding of Certificates
12:00 - 13:00	Lunch	Lunch	Lunch	Lunch	Lunch
13:00 - 15:00	GLI 520: Global Business Strategy	Independent Study	GLI 520: Global Business Strategy	Lecture: Econometrics	Free Time
15:30 - 17:00	Independent Study		Independent Study	Independent Study	

GLI 440: Product Marketing and Management

Description: This course will teach student to define markets for products and services, segment these markets, and target critical customers within segments. Strategies to position products and services within segments. The critical role of pricing as well as market research, product management, promotion, selling, and customer support.

GLI 460: Organizational Leadership

Description: This course will study alternative organizational structures, their stakeholders and cultures and use in meeting strategic enterprise priorities. Insights into motivational factors, communications networks, alternative leadership styles, and change management. Attention given to what the organization measures, controls, and rewards.

GLI 520: Global Business Strategy

Description: This course will examine the advantages and complications of the multinational organization with emphasis on translating marketing, financing, and operating plans in light of geographical, cultural, and legal differences across the globe. It will also cover strategic considerations for transglobal management.