

USF Globalization Program



Like no other time before, an accelerating number of early stage companies are either “born global” — launched with a global footprint — or scaled to an international scope. By doing so, these micro-multinational companies leverage distant markets to realize growth objectives and gain competitive advantage. Establishing global presence was once an option only available to Fortune 500 companies; however, with increasingly interconnected markets and 24/7 transportation and communication technologies, today it is a reality for all business enterprises, large and small.

The USF Globalization Program offers a practical curriculum for starting a global business to new or existing companies in emerging economies. Graduates acquire the state-of-the-art knowledge and tools necessary to compete, and win, worldwide.

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Groups That Should Participate

- Entrepreneurs launching a start-up
- Corporate Business Development Executives
- Sales and Marketing Executives
- Economic Development Agency Managers
- Engineering and Software Development Managers

Program Description

The USF Globalization Program will provide you with a framework for understanding the internationalization process, and operating in the global business environment. Additionally, upon conclusion of the program, you will have developed materials and presentations that can be immediately utilized, such as business model presentations, elevator pitches, marketing materials, and internal documentation. The program contains three unique phases that are delivered in sequential order over three to six months, either in-person or via videoconference and teleconference.

Phase I imparts foundation knowledge through presentations and dialogue with USF faculty members on topics critical to competing globally: self-awareness in the global context, market comparables, value-driven partnerships, target audience definition, supply chain stakeholders, challenges and pitfalls, networking, and communication.

Phase II applies the concepts from Phase I to your own company. Over the course of 12 weeks, you practice and increase your competencies and preparedness. Upon completion, you, your company, and USF jointly assess your company's readiness for internationalization and determine how best to implement the next steps in the process.

Phase III introduces companies that have attained the requisite high level of readiness to potential resources via customized visits to the U.S. You will have the opportunity to meet potential investors, partners, clients, distributors, and support professionals, such as lawyers and accountants.

Phase I: The Globalization Process

This phase has three goals:

1. Familiarize your group with the internationalization process
2. Prepare you to recognize the right moment to internationalize your new venture
3. Convey the pros and cons of the globalizing process

You will develop:

OBJECTIVES FOR A GLOBALIZATION PROCESS:

- Define the key benefits
- Determine the right moment to internationalize

EXTENSIVE MARKET AND INDUSTRY RESEARCH:

- Product and service definition
- Developing a solid understanding of competitors
- Identifying comparable companies and your company vision
- Market segmentation
- Locations and dates of critical trade shows and conferences
- Professional and industry associations

BUSINESS AND ELEVATOR PITCHES:

- Appropriate versions and lengths (30 or 90 seconds) for different audiences and purposes
- Business pitches (10-15 slides, 10-20 minutes) designed for different audiences

MARKETING MATERIALS AND DOCUMENTATION:

- Web 2.0 tools, brochures, one-pagers, business cards, portfolios, prototypes, demo kits

AMERICAN BUSINESS CULTURE AND COMMUNICATION STYLES:

- Appropriate meeting etiquette and behavior
- Timely follow-ups; clear and concise information

You can complete Phase I in person or at a distance through videoconference sessions.



Phase II: Coaching Sessions for Globalization

In this phase, individuals from your company work with a USF faculty supervisor and an MBA student consultant selected specifically for his or her professional experience and academic achievement. (USF's extensive training program prepares the MBA consultants to work collaboratively with your company.) Your team will compare and contrast similarities and differences among U.S. (Silicon Valley) and other emerging economies in creating new ventures. Activities include:

PRACTICING ALL CONCEPTS AND LEARNING FROM PHASE I:

Develop your group's strategy for expanding into the international market, identify key risks, create pitches, and develop supporting marketing material.

COACHING SESSIONS (12 WEEKS):

Your faculty advisor and MBA consultant will provide one-on-one assistance to your group through once- or twice-weekly meetings via Skype™, email, and video- and teleconference calls. Typical sessions involve:

- Specifying, conducting, and reporting marketing research
- Identifying and profiling comparable companies
- Investigating competitive capabilities and threats
- Analyzing potential business models
- Practicing elevator and business pitches

Coaching sessions usually last 12 weeks, but USF customizes the duration to your organization's needs.

READINESS EVALUATION:

At the end of Phase II, you, your USF faculty supervisor, and your MBA consultant will evaluate your company's readiness to continue the globalization process. The evaluation rates your group's ability to:

- Present a vision of your company today and how the internationalization process will transform it
- Effectively present your company and its business model in 10 PowerPoint slides in 10 minutes (Business Pitch)
- State your company's value proposition in 30, 90, and 180 seconds (Elevator Pitch)
- Prepare a clear written 1-page description of your company in English (One-Pager)
- Convey your commitment to the key behaviors of American business culture: follow-up; punctuality; brevity; clear and valuable information
- Know what to ask, how to listen, how to network, and how to return favors
- Connect the "invisible dots"

Phase III: Customized Visit to the U.S.

Based on the level of readiness your group achieves, your company may qualify for a customized visit to the U.S. to visit and meet with potential customers, distribution channels, technology partners, investors, lawyers, and accountants. This visit provides direct interaction with Silicon Valley's entrepreneurial ecosystem and exposure to the cultural aspects of doing business in the U.S. Visits last from one to two weeks.

What are the advantages?

- Deepen your company's understanding of what it takes to become a global player
- Develop the necessary precursor strategies, tactics, and tools to grow to and operate at a global scale
- Prepare for and reach readiness levels matching the business standards set in the United States and other major global markets
- Acquire effective, real-world skills your company can use immediately, including: business presenting and elevator pitching
- Introductions and access to Silicon Valley professionals and businesses
- Extremely cost-effective readiness assessment and customized guidance that prepares your enterprise for its global role

Because USF tailors the program to each participating company's internationalization process, each company can pursue the different phases at their own individualized pace.

About Us

As a Jesuit Catholic university, USF is committed to academic excellence and scholarship based on a tradition of more than 450 years of Jesuit educational experience. Situated in the heart of one of the world's most exciting cities, USF is the oldest institution of higher learning in San Francisco and is one of the country's most diverse universities.

The USF School of Business & Professional Studies' faculty possesses world-renowned expertise that spans a myriad of business disciplines, including: entrepreneurship, finance, consulting, and sales and marketing. Faculty and staff have developed successful immersion programs for different groups around the world. Read faculty profiles at usfca.edu/sobam/faculty_staff.html

The Princeton Review describes the USF School of Business and Professional Studies as "incredibly competitive in the entrepreneur field and many professors that teach here have taken many companies public."

Graduates of the USF School of Business and Professional Studies work at a range of prestigious companies: Apple, Autodesk, Charles Schwab, Cisco, Deloitte, eBay, Ernst & Young, Genentech, Google, Hewlett Packard, Kaiser Permanente, Kiva, Novartis, PayPal, Scotia Capital, Sony, Sun Microsystems, UPS, Visa, Wells Fargo, Western Union, Yahoo, and many more...

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"We entered the Globalization Program to help us create a business plan to open a consumer finance company focused on the Hispanic community in the U.S. We held meetings at USF with faculty and MBA professionals. Today, we have an extraordinary business plan that has been presented to investors in Mexico, London, and the US."

— Mauricio Galan
CEO, Apoyo Economico
Mexico City, Mexico

"The USF Globalization Program helped me focus my business ideas on a global scale from the beginning, and to realize that the only business limitations are those that we self-imposed on ourselves."

— Jennifer Vela
Director of Business Development,
Subbabel, Spain