



Professional  
Development  
Institute

# Certified International & Strategic Relationship Specialist (CIRS)



# Welcome

The Professional Development Institute® (PDI) is one of the leading international institutions specialized in qualifying and developing professional competencies. It is headquartered in the United Kingdom (UK) and has a proven track record in preparing specialized professionals across vital sectors, including banking, finance, and insurance. PDI is distinguished by offering internationally recognized professional certifications that enhance individual efficiency and strengthen their capabilities in the global workplace.

In today's competitive and cross-border business environment, strategic and international relations have become a fundamental element for the success of companies and institutions. Building effective institutional partnerships, managing relations with international entities, and expanding into global markets are critical for achieving sustainable growth and enhancing competitiveness.

This professional certification is designed to produce experts and specialists capable of effectively managing institutional and international relations, understanding global trends, and building strategic partnerships with local, regional, and international partners in alignment with the goals of companies and institutions.



## What you will Learn- Key Takeaways



- Analyzing the institutional and global environment to identify opportunities and challenges.
- Building and developing sustainable institutional relationship strategies.
- Drafting agreements and partnerships that enhance the organization's value.
- Effectively managing negotiations and alliances with local and international partners.
- Providing specialized consultancy to senior management on international and strategic relationship management.

# Curriculum



## Modules: 7

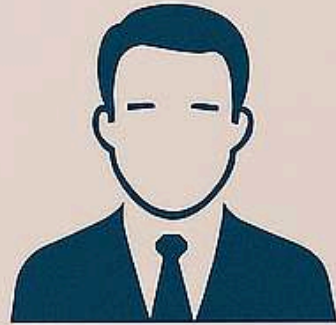
Awarding body: (Professional Development Institute- UK)

- **Module 1:** Fundamentals of Strategic and Corporate Relations
- **Module 2:** Formulating Corporate and International Strategies
- **Module 3:** Building and Managing Partnerships and Alliances
- **Module 4:** Corporate Negotiation Management
- **Module 5:** Corporate Relations in the International Business Environment
- **Module 6:** Corporate Public Relations
- **Module 7:** Applied Project

## Target Audience:

- Executive managers and corporate/international relations managers.
- Business development, international partnerships, and public relations officers.
- Marketing and sales managers in multinational companies.
- Strategic management and project management teams.
- Consultants and specialists in international business relations and public relations.

NETWORKING



# INTERNATIONAL & STRATEGIC RELATIONSHIP SPECIALIST



NEGOTIATION

## Further Information

### Eligibility Requirements


Applicants must:

- Hold a degree from a recognized educational organization.
- Have professional experience in the field.
- Sit for and pass the certification examination.
- Adhere to the Professional Development Institute (PDI) Code of Ethics.

### About Exam:

- The examination is offered in multiple languages to support international candidates.
- All candidates are required to sit for their exam at an accredited PDI Test Centre.
- The exam duration is (3) hours.
- Each exam consists of 100 multiple-choice questions (MCQs).

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