



Global Business

Syllabus

Global Business will help participants assess opportunities, mitigate risk, and create and capture value for their organization. The course explores the economic, political, and social factors driving change, and participants will learn how decisions affect global markets—and their business.

Modules	Leaders Interviewed	Takeaways	Key Exercises
Module 1 Macroeconomic and Political Analysis	<ul style="list-style-type: none"> • Bryant Ambelang, NatureSweet • Craig Boyan, H-E-B • Cynthia Carroll, formerly of Anglo American 	<ul style="list-style-type: none"> • Interpret data on countries' macroeconomic and political performance 	<ul style="list-style-type: none"> • Unidentified Countries Exercise (Measuring and Interpreting Economic Indicators) • Quiz #1
Module 2 Economic Conditions and Your Business	<ul style="list-style-type: none"> • Christopher Finn, The Carlyle Group • Andrew Gilchrist, formerly of Egon Zehnder and <i>Financial Times</i> • Ellen Guidera, Portillo Ski Resort and Tierra Hotels 	<ul style="list-style-type: none"> • Understand effects of taxation, government spending, and monetary policy on the business environment 	<ul style="list-style-type: none"> • Current Accounts, Financial Accounts, and a Country's Strategy • Hedging Exchange Rates • Quiz #2
Module 3 Political Order and Disorder	<ul style="list-style-type: none"> • Ray Mabus, former US Secretary of the Navy • Anand Mahindra, Mahindra Group 	<ul style="list-style-type: none"> • Understand the role of government in the modern economy • Analyze political risks to business strategy 	<ul style="list-style-type: none"> • The Median Voter Theorem • Sources of Long-Term Growth • Quiz #3
Module 4 Business and the Interconnected World	<ul style="list-style-type: none"> • George Yong-Boon Yeo, Kerry Logistics Network 	<ul style="list-style-type: none"> • Understand how cross-border flows of goods and capital affect firms' and nations' competitive positions • Analyze effects of environmental change on the competitive landscape 	<ul style="list-style-type: none"> • Absolute vs. Comparative Advantage, the Production Possibilities Frontier, and Trade • Quiz #4

Learning requirements: In order to earn a Certificate of Completion, participants must thoughtfully complete all 4 modules, including satisfactory completion of associated quizzes, by stated deadlines.