
Introduction

Global Strategy is a 1 online-plus-5-residential session course that focuses on the strategic issues that arise when firms operate across national borders. The course adds additional concepts to the competitive strategy course.

Objectives

The objective of the course is to give students a sense of the strategic issues involved in doing business around the world so that they can potentially help develop strategy for firms and institutions dealing with international expansion.

Learning Outcomes

Global Strategy will achieve 3 learning outcomes. As a result of taking the course students will be able to:

1. Be exposed to some of the key differences that affect business success between different countries including the cultural, administrative, geographic and economic issues;
2. Have an understanding of the different strategic aspects which motivate international expansion;
3. Reflect on the most common patterns of international strategy that can be observed.

Content

The content will be largely drawn from *Redefining Global Strategy* (Pankaj Ghemawat, 2011), as well as topical information about China and the geopolitical situation of the world.

Methodology

The course will be primarily based on case studies supplemented by readings, which go deeper into the issues covered in the case. There will also be a workshop built around some of the geopolitical challenges facing the world today and the implications for business.

In addition to class work, there is also be a team report in which groups of 3-4 students will apply the concepts raised in the course to a specific company or institution, as well as an individual assignment consisting of a 2-3 minute video blog in which each student discusses his or her views on globalization in general after the course.

Competences

General Competences

- Recognizing the dangers and taking advantage of the opportunities that impact the competitiveness and effectiveness of the business (Business Vision).
- Meeting customers' needs, offering them something of value, taking care of every detail in the relationship and providing a response to their requests and suggestions.

Specific Competences

- Spot leading indicators of geo-political shifts which can affect the business climate in a particular region or country.
- Make better decisions when faced with political change and ambiguity.
- Begin to develop their own judgement about what is and is not most relevant when looking at the broadest understanding of the business environment.
- Improve their ability to explain political realities and their impact on business strategy.

Evaluation

Grades will be based 60% on class participation and 40% on the group and individual assignment.

Learning outcomes will be measured in the following way:

1. Student's class participation will be evaluated as to their ability to look at differences between countries, their ability to determine the implication of those differences for a specific industry and for a given firm;
2. The individual video will serve to evaluate the degree to which each student has gained an appreciation for the complexity of the issues involved.