



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	Takeaways	Leaders Interviewed
Module 1 Macroeconomic and Political Analysis	<ul style="list-style-type: none"> • Interpret data on countries' macro-economic and political performance 	<ul style="list-style-type: none"> • Bryant Ambelang, NatureSweet • Craig Boyan, H-E-B • Cynthia Carroll, formerly of Anglo American • Christopher Finn, The Carlyle Group • Andrew Gilchrist, formerly of Egon Zehnder and <i>Financial Times</i> • Ellen Guidera, Portillo Ski Resort and Tierra Hotels • Ray Mabus, former US Secretary of the Navy • Anand Mahindra, Mahindra Group • George Yong-Boon Yeo, Kerry Logistics Network
Module 2 Economic Conditions and Your Business	<ul style="list-style-type: none"> • Understand effects of taxation, government spending, and monetary policy on the business environment 	
Module 3 Political Order and Disorder	<ul style="list-style-type: none"> • Understand the role of government in the modern economy • Analyze political risks to business strategy 	
Module 4 Business and the Interconnected World	<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 	