UNDERSTANDING THE WORLD - Past

Introduction

The collapse of the Soviet Union, the rise of China and the incredible economic progress made around the world represents a unique point in human history. SARS-Cov-2 and the shattering impacts it has had around the world shows how globally connected the world has become and how interdependent a number of different issues and challenges are.

At the same time, more businesses than ever are doing business in different parts of the world and while the large multinationals only represent a fraction of the global economy, many of the largest and most innovative firms find themselves operating at a global level.

What is striking is that many managers and executives have little to no training in history and geopolitical analysis.

Objectives

The propose of Understanding The World is to give students of the Masters in Management program exposure to geopolitics and with luck stimulate an interest in the topic or at least the recognition that understanding the dynamics of a given region or country is critically important to be able to do business there.

Competences

Basic
CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
CB9. Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.
CB10. Students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General
CG1 - Listen, understand, and contrast the points of view of others to make an objective composition of a business situation. Communicate in a structured and persuasive way. (Interpersonal communication).
CG2 - Work effectively in multicultural teams, assuming the leadership of a project when required. Integrate the value of diversity in the decision process and teamwork. (Ability to work in multicultural teams).
CG3 - Critically evaluate the information and the context of a business situation to reach its own conclusions for making prudential decisions. (Critical thinking).

CG4 - Acquire the self-knowledge and self-control necessary to work effectively in professional environments under pressure, understanding the motivations of others and the culture of the company. (Emotional intelligence).

Specific
CE01 - Identify the relevant data to diagnose a business problem and generate sensible decision alternatives.

Instructional Activities

AF1: Training sessions and meetings with the teacher (classes, seminars, lectures, tutorials, company visits, simulations): 6hrs
AF2: Individual student work (personal study, preparation of assignments): 5hrs
AF3: Teamwork (preparation of group assignments and execution of simulations): 4hrs
AF4: Evaluation tests: 1hrs

Content

The six sessions of the course will be offered on three different days of two sessions each. Each day will dive into one part of the framework mentioned above using examples from different parts of the world.

Evaluation

Students will be evaluated on class participation, a group project to be completed during term 1 and a personal, 3 minute, video blog that will be required from each student. The project will consist of applying the framework to a country or region of the group's choice and making a judgement about how attractive that place is and will be for doing business. In the video blog, each student will be asked to express their views as to the state of the world and the degree to which they are optimistic or pessimistic about the future.

The IESE Business School's Honor Code and Learning Partnership apply to all activities in this course. For individual assignments, unless explicitly stated, you should not interact with anyone else. For deliverables to be done in teams you should interact only with the members of your team.