



MiM 2024-2025

1 credit

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UNDERSTANDING THE WORLD - Present and Future

Introduction

Understanding the World is a full credit course divided into the three modules of the Master in Management. The overall objective of the course is to help our students, who come from all over the world, to have a better grasp of the underlying historical and geopolitical issues which affect the global business landscape. Aside from obvious issues such as war, nationalism, and the role of institutions such as the United Nations, the course also touches on the role that energy plays in world affairs.

The course is organized in 12, 75-minute classes divided into three segments.

Segment I is delivered during the first module of the Master in Management and will focus on giving students a solid foundation in history.

Objectives

The purpose 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.

As a result of completing the course, students will:

- Develop their appreciation for the importance of history, politics, geography, and international relations in the context of business.
- Deepen their understanding of the geographic, historical, and political issues affecting the world today.

Competences

RA19. Enable students to apply acquired knowledge and solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

RA11. Enable students to integrate knowledge and address the complexity of making judgments based on incomplete or limited information, including reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

RA20. Enable students to communicate their conclusions, along with the knowledge and rationale supporting them, to both specialized and non-specialized audiences clearly and unambiguously.

RA12. Equip students with learning skills that enable them to continue studying independently and self-directedly.

RA21. Listen, understand, and compare differing viewpoints to develop an objective understanding of a business situation. Communicate in a structured and persuasive manner (Interpersonal communication).

RA13. Work effectively in multicultural teams, assuming project leadership when necessary. Integrate the value of diversity into the team's decision-making and work process (Multicultural teamwork skills).

RA14. Critically evaluate information and the context of a business situation to reach prudent decision-making conclusions (Critical thinking).

RA22. Acquire self-knowledge and self-control necessary to work effectively under pressure in professional environments, understanding others' motivations and the corporate culture (Emotional intelligence).

Specific

RA3. Identify 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 course is offered on six different days with two sessions each. Each day will focus on one part of the framework mentioned above using examples from different parts of the world. As mentioned above, the first four sessions of the course fall in Module I of the Master in Management and the following eight sessions are in Module II.

Evaluation

Because Understanding the World is spread out over two modules, students will receive an initial grade for the first part of the course and then a separate, final grade at the conclusion of Module 2.

The initial grade will be based on class participation during the sessions and a relatively short, multiple-choice exam at the end of Module I.

The grade at the end of Module II will consider the results in Module I but will mainly be based on a group project, an individual video blog and the quality of each student's comments in class. The group project consists of groups of 3-5 students exploring the geo-political situation of a particular country or region in some detail. The individual video blog is about their own view of the world and the degree to which that view may have evolved as a result of the course.

- Writing essay 10%
- Writing exam 70%
- Class participation + Video Blog 20%

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.