



Global Business

Conducting business across the value chain and across international borders requires not only a deep understanding of your organization and its competitors, but the larger economic, political, and social context in which it operates. Which economic indicators do you need to pay attention to, and why do they matter to your business? How can your business protect itself against changes in inflation, interest rates, and exchange rates? How does government policy impact your decision to expand to, or invest in, another country? *Global Business* is designed to give you the skills to identify opportunities and mitigate risks as you strive to capture and create value.

This course leverages the perspectives of a wide array of leaders across business, politics, military, and academia to convey immediately applicable lessons on building new businesses, reaching new customers, and seizing new opportunities. You will learn, analyze, and debate the implications of macroeconomic indicators, public policies, and other global phenomena, and develop the confidence to make better decisions now—and informed predictions in the future. This course will help participants:

- Make sense of – and respond to – immigration, trade, and tax rates as they affect their business
- Take monetary and fiscal policy into account when making decisions about investment or expansion
- Gauge the impact of political order – and disorder – on business strategy
- Seize opportunities, and avoid or manage risks, using insights from economics and political science

Who is this course for?

Global Business is designed for professionals at all levels who need to better understand the broader environment in which they operate to inform strategic decisions around expansion, investment, and operations. Individuals who advise clients operating globally can also benefit.

About the Harvard Business School Faculty



Forest L. Reinhardt

John D. Black Professor of Business Administration

Forest Reinhardt is the head of the Business, Government, and the International Economy Unit, and serves as faculty chair of the School's Asia-Pacific Research Center and chair of HBS Executive Education in the Asia-Pacific Region. His recent teaching assignments have included a core course called Global Markets in the HBS Owner/President Management Program, as well as required MBA courses on Strategy and on Business, Government, and the International Economy.

Quick Facts

- **4 modules of self-study with a flexible program structure**
- **Approximately 24 hours of total coursework over 4 weeks**
- **Cohort Dates:**
May 22, 2019
August 28, 2019
November 6, 2019
- **Certificate of Completion from Harvard Business School**



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Syllabus

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
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 	<ul style="list-style-type: none"> Christopher Finn, The Carlyle Group Andrew Gilchrist, formerly of Egon Zehnder and <i>Financial Times</i>
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 	<ul style="list-style-type: none"> Ellen Guidera, Portillo Ski Resort and Tierra Hotels Ray Mabus, former US Secretary of the Navy
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 	<ul style="list-style-type: none"> Anand Mahindra, Mahindra Group George Yong-Boon Yeo, Kerry Logistics Network