

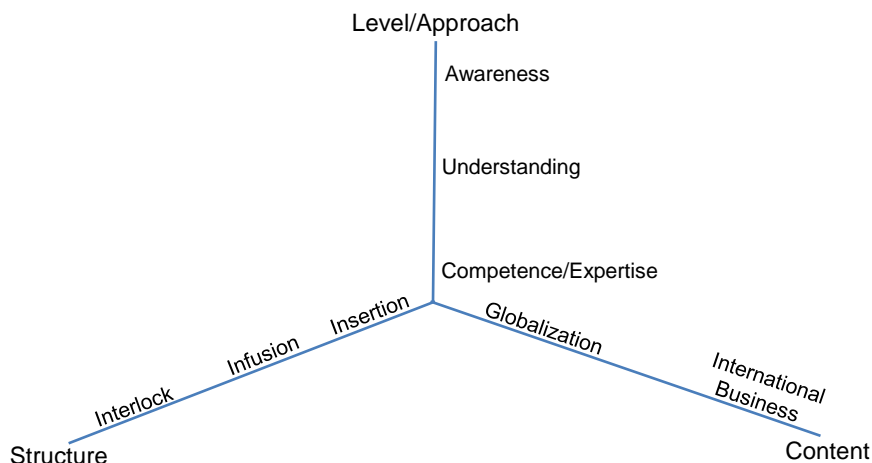
# Globalization and Moore School IMBA



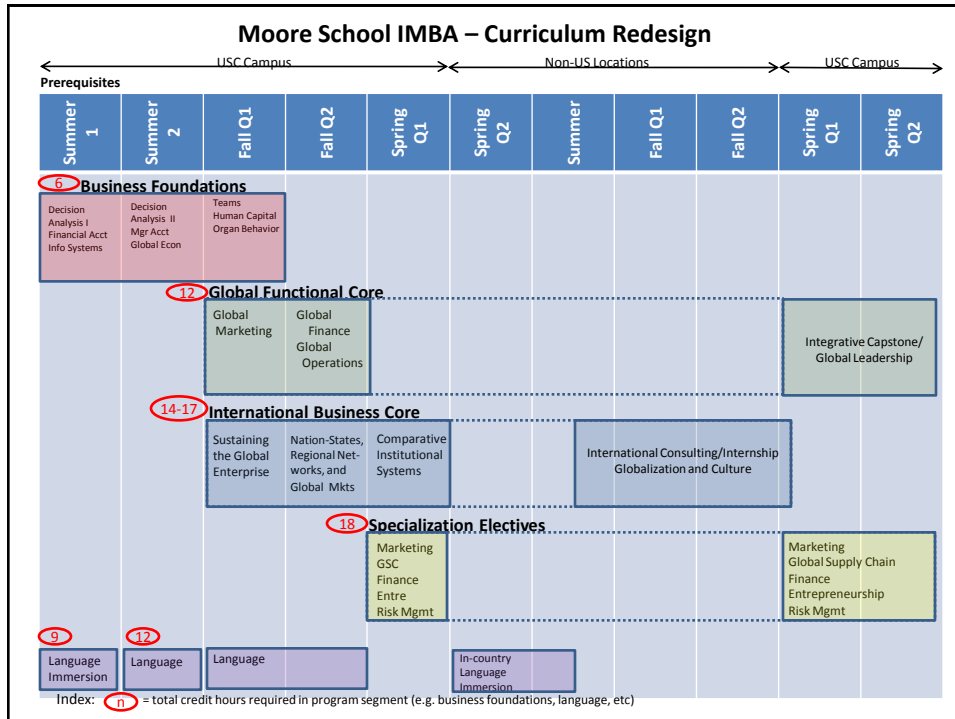
- Positioning of IMBA Program
- Positioning of IB Core within the Program
- Worldview Underlying Revision
- IB Core – Comparative and Competitive Institutional Analysis




## Positioning of Moore School IMBA



Globalization of Management Education. Report of the AACSB International Globalization of Management Education Task Force, Responses to forces of change: A focus on curricular context  
Pankaj Ghemawat





**MOORE** DARLA MOORE SCHOOL OF BUSINESS  
 UNIVERSITY OF SOUTH CAROLINA

## Worldview

### Underlying Curriculum Revision

- Failure of Washington Consensus**
  - Liberalization
  - Privatization
  - Stabilization
- Global Financial Crisis**
  - “During the crisis, after the failure of Lehman Brothers, it was [state-controlled] institutions like the Banco do Brasil, Caixa Economica Federal and the National Development Bank (BNDES) that prevented the economy from being shipwrecked.” (Dilma Rouseff, Brazilian Workers’ Party presidential candidate)
- Growing Protectionism/Nationalism**
  - Swiss Voters Approve Constitutional Ban of Mosque Minarets
  - German Chancellor Angela Merkel told an annual meeting of young Christian Democrats that multiculturalism in Germany had “utterly failed”, and that “those who want to take part in our society must not only obey our laws, but they must also master our language” (9/2010)
  - Morocco expels European missionaries (BBC 30Mar09) and Christian Aid Workers (VOA 3Nov10)


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 INTERNATIONAL

## Worldview con't

### 5. Rise of China – Alternative Model of Economic Development

- State Capitalism (Ian Bremmer, *Foreign Affairs*, 2009)
- Bamboo Capitalism (The Economist, 12Mar11)
- Centrally Managed Capitalism (Lin, *MOR*, 2011)
- Market Socialism (David Stark)
- Communistic Authoritarianism (Jeff Immelt, International Herald Tribune, 21Jan11)

### 6. Shift in Economic Growth

- BRICs (Brazil, Russia, India, China)
- ASEAN-5 (Indonesia, Malaysia, Philippines, Thailand, Vietnam)
- MENA (Egypt, Tunisia, Iran, Saudi Arabia, UAE, Israel, etc.)

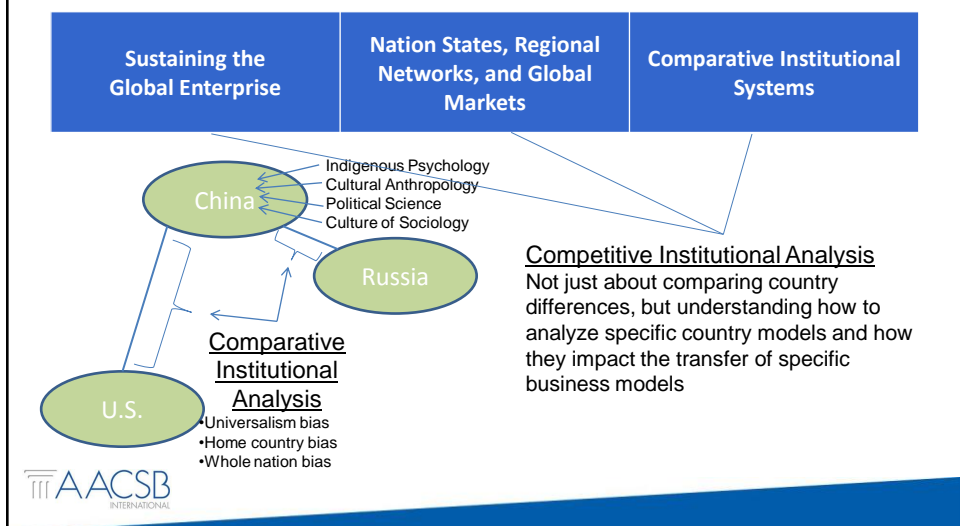
**What model of economic development are these countries adopting?**

**How do we understand competing in these countries?**

## IMBA curriculum was redesigned considering:

- Multiple forms of commerce are emerging that depart from the Western model of capitalism
- Government/political processes are dominant players in these markets
- Understanding government – business interaction fundamental to future business leaders
- Analyzing the forms of this government – business interaction requires interdisciplinary perspectives

## International Business Core



## Major challenges developing courses/programs on managing in a global context

- It's just context
- Faculty vs. courses/programs
- Decaying expertise
- Student expectations, career vs. job
- Testing/Assessment