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

Pankaj Ghemawat
Worldview
Underlying Curriculum Revision

1. Failure of Washington Consensus
   - Liberalization
   - Privatization
   - Stabilization

2. 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)

3. 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)
Worldview con’t

5. Rise of China – Alternative Model of Economic Development
   – 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)
   – ASEANS-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 understanding 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

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Competitive Institutional Analysis
Not just about comparing country differences, but understanding how to analyze specific country models and how they impact the transfer of specific business models

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