

GLOBALIZATION

SIK

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September 2013

www.developingfinance.org

skema
BUSINESS SCHOOL

EFMD
EQUIS
ACCREDITED

Skema and Globalization: Ahead of the game

Transition year!

☞ Globalization is the turbulent background against which SKEMA's students are going to have to play out their successful careers

☞ **So, what will make you stand out?**



Leadership is a mindset

«**Technical skills** » = necessary but not sufficient!

The key is your ability

- To leverage global **networks**
- To look at **LT trends**, beyond quarterly reporting!
- To get access to the right **information**, on time!
- To implement an efficient **Economic Intelligence** strategy!
- Not to lose sight of the « **Global Picture** »

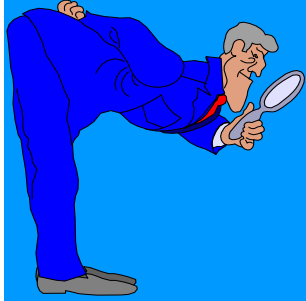
We want to train young professionals, who understand, and benefit from, the **Global Knowledge Economy**



Seminar's objectives and « take aways »

1. Globalization, as a **socio-economic, financial, cultural and geopolitical** process.
2. Understanding the historical process and **the risks and challenges** surrounding the global economic system.
3. No consensus: Taking up the **debates** sparked by the globalization process
4. Addressing globalization's impact upon a **management strategy and a country's development prospects**





Globalization in a nutshell?

➡ Globalization boils down to **the worldwide extension of the market economy**



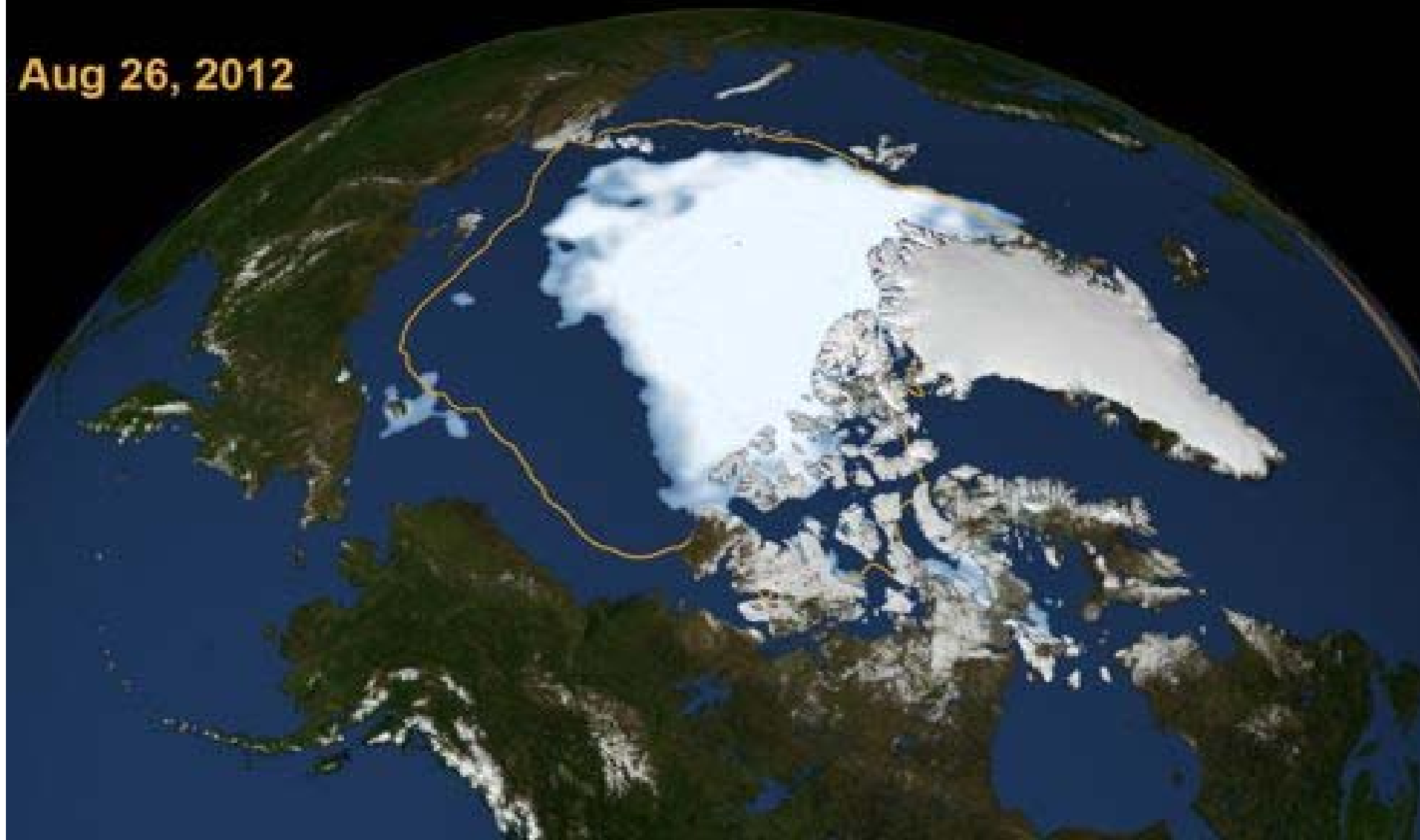
State versus market forces = at the heart of the socio-political debate



North Pole Ice floe :

40% shrinking since late 1970s

Aug 26, 2012

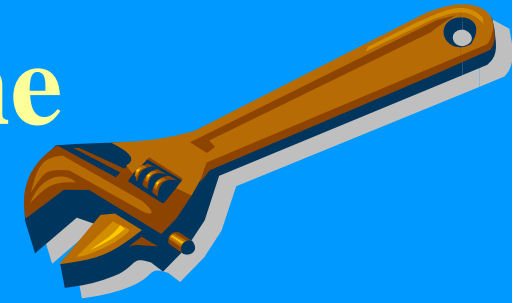


In need of a daily road map?



1. The one-week seminar combines daily lectures, PDF files, videos as well as background information and working papers....
2. Not a one-man show! Speak up and share your thoughts
3. Attending the **lectures** as well as working on the **reports** are **prerequisites** to be able to pass the examination and write the group report successfully!
4. Everyday, follow up **Global Hot Spots**
5. Daily progress must be reported on **group reports**

The rules of the game



1. Warm up: Read the documents before the beginning of seminar
2. Get connected to the seminar specific website: Skema CrossKnowledge and www.developingfinance.org
3. **Daily Global Hot Spot follow up**
4. On Day 1, identify a Globalization topic for your **Group work report** and send your final report on time!



Group Reports Key Steps

1. **Global topic** (e.g., Yuan vs \$ & €, Apple global strategy, China's competitiveness, Ivory Coast and cocoa global market, the Jasmine revolution, global warming, global mafias, LVMH in Asia, CNN vs Aljazeera....)
2. Key issues definition
3. Data compiling & analysis
4. Articulate and concise report writing (6 pages)
5. Send the report to Cross-Knowledge
6. Grading between 0 (copy & paste) and 20 (good and articulate synthesis with forward-looking conclusion)



I- Knowledge bricks

13 PDF backup files

1. Seminar Intro
2. What about Globalization?
3. Myths & misconceptions
4. Does Globalization hurt?
5. Globalization challenges
6. Global governance
7. Global capital competition
8. Global competitiveness
9. Global outsourcing: why?
- 10 & 11. Global debates: Pros & Cons
12. Global sustainable development
13. Global Risk Management

Global Skema



II- Knowledge bricks: 6 useful reports and working papers

Book: « La Globalisation: Introduction à l'Economie du Nouveau Monde », M.H. Bouchet, Pearson

1. Macroeconomic Policy Institute April 2012: « Did inequality cause the financial crisis?»
2. McKinsey Global Institute, May 2012: “Trading myths: Addressing misconceptions about trade, jobs, and competitiveness “
3. Harvard Business Review March 2011, Dominic Barton, global managing director of McKinsey :“**Capitalism for the Long Term** »
4. Sinking Globalization, Niall Ferguson, Foreign Affairs, Vol. 84, n°2.
5. IMF World Economic Outlook 2013 (Introduction)
6. “Recent trends in Global Warming, UK Met Office, July 2013:
http://www.metoffice.gov.uk/media/pdf/e/f/Paper1_Observing_changes_in_the_climate_system.PDF



III- Knowledge bricks

Additional Videos to watch for the Globalization addicts

1. **Dominic Barton, CEO, MacKinsey Company**
2. **Conversation with Mohamed El Erian, Chairman Pimco**
3. **Joseph Stiglitz: How to make Globalization work?**

<http://www.youtube.com/watch?v=PnSI-ngiT5o>

4. **A Narrow Path for the Global Economy 04/2012**

<http://www.imf.org/external/mmedia/index.aspx#>

5. **How the IMF works in 2013?**

<http://www.imf.org/external/mmedia/view.aspx?vid=1640704675001>

6. **IMF World Economic Outlook: 3 mns with O. Blanchard**

<http://www.imf.org/external/mmedia/view.aspx?vid=1561061147001>

7. **Bouchet and Globalization on Vietnam's National TV 04/2012**

http://www.youtube.com/watch?v=JVd6m9yemg4&list=UULixc92enXjun_oL112Onw&feature=player_detailpage

8. **Bouchet on Globalization (in French)**

<http://skema.mediasite.com/mediasite/SilverlightPlayer/Default.aspx?peid=be5b1d54256e4d059bcd91135d3852381d>

9. **Thierry Fournier, CEO of LOOK**

M.H Bouchet- SKEMA (c) 2013



IV- Knowledge bricks 13 Videos to watch

1. Seminar introduction
2. What about Globalization?
3. Does Globalization hurt?
4. A few myths and misconceptions
5. Key globalization challenges
6. Global Governance challenge
7. Global capital competition
8. Global competitiveness
9. Global outsourcing: What & Why?
- 10 & 11. Global debates: Pros & Cons
12. Global Climate challenges
13. Global Risk Management




Seminar Organization

- September 9-13
- QCM Exam: October 12, 2013
- Final examination = 50 question quiz dealing with issues tackled and discussed during the course and/or provided in the seminar's documents
- **Grade Weighting:** Group Report (45%) + Final Exam (55%)



Globalization Seminar :The rules of the game

Blended e-learning sessions

- Prerequisite 1 = Be on time! Doors get closed at H +5
- Prerequisite 2 = Mobile phones OFF! 
- Prerequisite 3 =  
- Prerequisite 4 = Read the seminar's documents **before** attending the course
- Prerequisite 5 = Start working on your **group research report** on Day 1

Seminar program and work schedule

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Morning 9am-12.30am	Lectures Sophia Videos 1-2-3	Lectures Paris Videos 4 + 5	Lectures Lille Videos 6&7	Videos 8-9- 10	Q&As session Videos 11- 12 & 13
Topics	Intro Risks and opportunities Global challenges	Global decoupling: Nation-states vs markets Global regulation	Global capital competition Global competitiveness	Global Outsourcing Globalization debates	Challenge of global sustainable development Global risk management
Afternoon	Group report topic	Group Report work: data & analysis	Group report work	Chat on Group Report- related issues	
Evening	Group report	Group report	Group report	Group report	Group report

Seminar Trajectory

Day 5= Videos 11-12
Global Warming: Toward global
sustainable development?
Global risk management

Day 4 = Videos 8-9-10
Globalization Debates and
Global governance

Day 3= Videos 6-7
Global competitiveness

Day 2 = Videos 4-5
Outsourcing and global capital flows

Day 1= Videos 1-2-3
Intro-Globalization: risks vs opportunities



Conclusion

Globalization is a great opportunity to rub shoulders with everyone, but rubbing shoulders might be tough, some time!

So, how to tackle global risk & opportunities?

