

Building the Next Generation Global Enterprise A Master-Class for CEOs and Senior Executives

Objective

Two megatrends are changing the structure of every industry on earth: *first*, the ongoing technology revolution – in particular, digitization of almost every product or service; *second*, deepening of globalization i.e., growing centrality of emerging markets and tighter integration of the world economy along multiple dimensions. These developments have both positive and negative consequences. On the one hand, they enable young companies to go global at a much earlier stage in their lives, often from day one. On the other hand, they increase the risk that any company – no matter whether young or old, big or small – may get disrupted by new innovators. This workshop will discuss these developments and their implications for entrepreneurial companies.

Teaching Methods and Materials

Teaching methods: Discussions, mini-cases, application to participants' own companies

Pre-readings

- Gupta & Wang, Building the Next Generation Global Enterprise
- Gupta, Govindarajan & Wang, Globalizing the Young Venture
- Gupta, Govindarajan & Wang, Building Global Presence
- Gupta, Govindarajan & Wang, Exploiting Global Presence

Assignments

Please read the above material in advance of the Master-Class.

Module Design

Session 1: Changing Dynamics of the Global Economy

Session 2: Going Global – Building and Exploiting Global Presence

Session 3: Breakout – Application to Participants' Own Companies

Session 4: Cultivating A Global Mindset

Module Schedule

8.30 – 9.00	Morning coffee
9.00 – 9.15	Welcome
9.15 – 10.30	Changing Dynamics of the Global Economy
10.30 – 10.45	Coffee break
10.45 – 12.00	Going Global – Building and Exploiting Global Presence
12.00 – 13.00	Lunch
13.00 – 14.15	Breakout – Application to Participants' Own Companies
14.15 – 14.30	Coffee break
14.30 – 15.30	Cultivating A Global Mindset
15.45 – 16.45	Open Discussion around Participants' Questions
16.45 – 17.00	Wrap-up of the day

Additional Recommended Readings

Participants may also find it valuable to “study” the following material:

- A self-study video course on “*Competitive Strategy Fundamentals*” (set of 12 short 4-5 minute videotapes) prepared by Anil Gupta for Lynda.com (a top-tier online learning company, just acquired by LinkedIn): <http://www.lynda.com/Business-Skills-tutorials/Competitive-Strategy-Fundamentals/182403-2.html>
- *Book*: Gupta, Govindarajan & Wang, *The Quest for Global Dominance, 2nd Edition*. Jossey-Bass/Wiley, 2008 (available from Amazon and other booksellers in hardcopy as well as eBook formats): http://www.amazon.com/Quest-Global-Dominance-Transforming-Competitive/dp/0470194405/ref=sr_1_1?s=books&ie=UTF8&qid=1429538615&sr=1-1&keywords=quest+for+global+dominance