

# Competing in the Global Economy

## BECON 526

**Tuesday +  
Thursday,  
10:30-12:20**

This course examines the global business environment from a strategic and managerial perspective. The first two-thirds of the class will focus on the challenges of operating complex global organizations, including topics such as strategy design, opportunity identification and the importance of monitoring regulatory and competitive environments. The last third of the class will focus on the new business models of the digital economy. We will discuss – in detail – the business models of some of the most successful digital economy companies, including Amazon.com, to understand what makes these companies tick, how they make money, and what lessons they hold for other organizations.

The main objective of the class is to help you develop the skills and traits needed to be successful in the globalized business environment. As such, we will use cases, group assignments and discussions to apply what we learn.

**“Think  
Globally,  
Act  
Locally”**

### **Case-based**

We use cases across many industries to develop a broad understanding of global trends and to apply what we learn.

### **Interactive**

In business, everything is done in teams. We will have discussions and team assignments to practice working, and learning, in teams.

### **Communication**

We will put an emphasis on communication skills, with a mixture of written assignments and presentations.