

## Programme Overview

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Georgetown University McDonough School of Business – HCS Academy

### **Advanced Professional Qualifications (APQ) in Global Business Leadership and International Relations**

#### **1. Introduction**

Georgetown University's expertise and network, combined with its strength in international business strategy, management, policymaking, international relations and leadership make the programme truly exceptional. Georgetown has developed a curriculum that focuses on the concepts, techniques, tools, and subjects most relevant to the executive who has a special interest in global business.

#### **2. Edmund A. Walsh School of Foreign Service and the Robert E. McDonough School of Business**

Georgetown's interdisciplinary approach to global business and international politics originated with the trade and diplomacy studies programmes pioneered by the School of Foreign Service in the early part of the twentieth century. At a time when business schools concentrated almost exclusively on domestic commerce, Georgetown realised that the world of business was becoming increasingly global. From its beginning, Georgetown University's McDonough School of Business has continually strengthened its innovative approach to executive education. More than a decade ago, the school introduced international residencies and integrative courses as key components of its Executive MBA programmes. Today, the McDonough School of Business is known worldwide for its strengths in strategy, international business, global logistics, and finance.

The McDonough School of Business has been ranked No. 3 in the United States and No. 17 worldwide for its Executive Education Customised Programmes by the Financial Times in 2014. The Georgetown McDonough Executive Education was also named No. 1 in the US for its international programmes. International business school surveys have ranked the university ahead of several respected competitors including Harvard, INSEAD, Wharton, and University of Oxford: Säid, Kellogg, and MIT.

The Edmund A. Walsh School of Foreign Service is currently ranked top in the world at the graduate level. Its alumni include prominent presidents, politicians, ambassadors, legal professionals and business leaders worldwide.

### **3. The Programme**

The *Advanced Professional Qualification (APQ) in Global Business Leadership & International Relations* is an intensive 10-month course of study which will include a combination of Masterclasses in three locations that provide a state-of-the-art understanding of international business and international relations, specifically suited to top level executives of successful enterprises.

#### **3.1. Curriculum at a Glance**

The core courses ensure that participants master the fundamental business disciplines and general management skills needed to evaluate and capitalise on regional and global business opportunities. All elements of the programme have been customised and integrated to give participants the concepts and capabilities they need to succeed in an international economy. Core areas of focus include international business management, strategy, data analytics, country risk analysis, emerging markets, crisis planning, global supply chains, international relations, and the future of the global economy. Coursework focuses on core business disciplines including decision sciences, economics, management, marketing, and strategy.

#### **3.2. Emphasis on Skill Development**

The courses will focus on industry-specific skill development in workforce and leadership capabilities that have applicability to global businesses. The application of skills will be done in multiple ways, including group projects and case studies that relate directly to business challenges that executives currently face. There will be a significant focus on the various modes of applied learning. The programme will help companies to effectively internationalise and grow in their productivity.

The programme framework and syllabi will enable participants to:

- a) Explore business challenges facing participants
- b) Examine “best practices” and apply them in the Asian context
- c) Build competencies to identify sensitive and competitive situations
- d) Evaluate and implement global expansion strategies

#### **3.3. Contextualisation to Singapore’s Economic Landscape**

The courses will prepare enterprise leaders to convert Singapore’s enterprises into Singapore’s next MNCs.

### **4. Target Audience**

PMEs, corporate, enterprise leaders and owners.

## 5. Delivery

Classes will be delivered in English and Mandarin, with simultaneous translation conducted for the Chinese fraternity whenever English is used.

## 6. Programme Structure

The 10-month programme (part-time) will be held across 4 terms: 2 in Singapore, 1 in China and 1 in Washington, D.C.

## 7. Curriculum *(subject to further modification and refinement by Georgetown University McDonough School of Business)*

The Masterclasses consist of the following topics:

### ***Business, Government and the Global Economy***

This course examines the political economy of international business: market access, non-market strategy, and the means by which companies seek to contend with barriers to trade. The aim of this course is to help Singapore's enterprise leaders with the political and legal challenges of doing business in the global economy. Today, companies increasingly rely on non-market strategies to help shape the playing field on which they compete. The aim of this course is to examine how these non-market strategies interact with the market strategies in a global economy that is strongly influenced by the "visible hand" of governments and populated with overlapping international institutions.

### ***International Business Management***

This course will introduce participants to the most important topics related to managing successfully in an international environment: global commerce, market strategy, and effective tools to assist managers in "going global." As Singapore's enterprises look to foreign markets and anticipate competition domestically, this course will examine the logic of outsourcing, offshoring, and creating international supply chains.

### ***Data Analytics***

With student projects spanning the entire programme in mind, this course introduces tools for doing business analysis; methods for employing data analytics to succeed in business. This course will use examples drawn from the enterprise leaders to show how structure can be brought to bear in framing business questions, and how data might be used in answering these questions.

### ***Country and Political Risk Analysis***

This course provides a managerial orientation to assessing and mitigating risk factors in foreign markets; complementing market with non-market strategy. How do

enterprise leaders evaluate the potential of different markets abroad? On what basis are some markets more “risky” than others? And what can enterprise leaders do to minimise risk.

### ***Doing Business in the Developing World***

The course focuses on strategies for selling goods and services in emerging markets; designing market and non-market strategy for less-developed countries. This course looks at the special challenges of selling goods and services in less-developed countries, and the unique opportunities for tapping un-met demand in these markets.

### ***Game Theory and Business Contingency Planning / Crisis Management***

This course introduces students to advanced methods for thinking strategically. This course uses basic game theory concepts to structure and solve business decisions. The course will use case studies as the basis for understanding the concept of strategy.

### ***Global Supply Chains***

This course covers how to evaluate the need for, and formation of global supply chains; strategies for mitigating risk in sourcing across global supply chains. This is a “how to” course for enterprise leaders thinking about sourcing from abroad and building brand reputation in foreign markets. Case studies will be used throughout.

### ***Leadership***

This course covers topics including practices for leading heterogeneous workforces in a global economy. The course teaches enterprise leaders the basics of leadership, organisational management and strategies for employee retention in a competitive Singaporean market.

### ***International Relations and Business***

This course will examine what business leaders need to know about trends in international relations and political strategies for business. The aim of this course is to help enterprise leaders understand the political underpinnings of global economic trends, including Singapore’s. Guest speakers from Washington, D.C will give enterprise leaders a broad perspective on international relations.

### ***Future of the Global Economy***

Key features of this course are student presentations and robust engagement anticipating emerging opportunities and challenges in the global economy. This is the “capstone” course, in which enterprise leaders will present the findings of their projects conducted over the course of the program.