Managing Global Competition

July 18 – 22, 2016

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An increasingly global business environment presents business leaders with new opportunities and challenges. The Managing Global Competition module provides business leaders with an opportunity to develop their business foundation grounded in international practice.
The need for innovation against rising global competition

An increasingly competitive global business environment presents business leaders with new opportunities and chances to innovate and expand; it also presents business leaders with new challenges to overcome. Whether business leaders seek to expand into a foreign market, understand the competitive challenges presented by foreign competitors in a domestic market, or to establish collaborative partnerships on an international scale, innovating to address these challenges is a must.

By enrolling in Managing Global Competition in the 21st Century with Boston College, participants will improve their ability to innovate and improve strategic leadership, thinking, decision making, and to address competition from emerging markets. Through analytical review, case study, and interactive discussions and presentations, students will enhance their ability to provide knowledgeable and skillful leadership for their organizations in a global environment. In addition to improving their understanding of strategic management, students will expand their insight into international business management, negotiations and conflict resolution in business environments, and the role of government and trade policies in international business. By developing a practical and working understanding of these issues, students can expect to strategically lead their organizations through challenging business relationships as they expand globally and grow in sustainable ways locally.

A unique course environment—enhancing networking; building relationships at Boston College

This course has a unique and very special structure that expands and deepens the networking possibilities for course participants. By enrolling in this program, you will have privileged access to executive MBA students at Boston College. Up to 20 Boston College executive MBA students will participate in this course. These executive students are completing their MBA’s at Boston College and are participating in this course for credit toward their degree. Their participation in this course will provide outstanding opportunities to improve insight into U.S. business practices, U.S. executives’ understanding of global business, and to develop and expand professional connections with Boston area business.
Global Leadership Institute at Boston College

The Global Leadership Institute’s (GLI) primary goal is to help its students-MBA candidates, senior professionals, and business leaders-to achieve their professional and personal goals and to enhance organizational growth and sustainability within their organizations. Our connection with our students begins with listening to their thoughts and concerns and matching their needs with our faculty expertise through professional development programing. During GLI programing students work closely with faculty and connect to the Boston College community to develop their professional and personal relationships. A student-focused environment facilitates opportunities for participants to interact with faculty and the Boston College community both during and following programing. Participating in a GLI program is only the beginning of the relationship that our students will have with the community. Students have an opportunity, therefore, to enhance their learning while here in Boston and continue the discussions they develop long after leaving here.

Boston College

- 9,100 undergraduate students
- 4,900 graduate students
- 10th most applied to college in US
- 50 US states represented
- 100+ countries represented
- Oldest Jesuit university in US
- 31st in national universities
- Motto: “Ever to Excel”
- $1.8 billion endowment

The university is a student-centered institution committed to academic excellence and service to the community. Boston College aspires to develop leaders who bring an ethical and professional perspective to decision making. Students embrace the university motto – “Ever to Excel” – and live out its Jesuit principles of education to improve one’s self and one’s society.
The Modules

MBA Experience

This international MBA experience offers Senior Managers the chance to focus on key strategic decision making challenges commonly faced by leaders of organizations. Each module highlights a particular business element and offers insight on best practice. Session one focuses on implementing strategy in international business. This module simulates the strategic issues faced by leaders of global organizations through the help of cases, group exercises, and lecture. Next, participants work through theories of entrepreneurship and innovation, followed by a session on using social media as a tool for business communication. The final modules focus on product innovation and use of technology to gain strategic and tactical competitive advantage, and the complex network of ecosystems and partnership.

Curriculum

This program simulates the strategic issues faced by leaders of large organizations through the help of multiple cases, group exercises, and lectures. The cases and group exercises have been carefully selected to expose students to many different kinds of decision making scenarios and management challenges faced by senior leaders, to develop the participants’ abilities to craft and implement an organization’s innovation strategy, and to prompt them to consider the skills and behaviors necessary for successful leadership and management in high impact organizations. As we proceed through this course, students will find that the different cases, exercises, and themes that are discussed will build on one another.

Practical management skills

The program design provides ample opportunity for participants to develop their abilities and skills through class participation, group presentation, and written assignments. Participants will leave the program with a new knowledge, new networks, and new policy tools that will improve their leadership abilities.

Tailored Programing: Through the use of pre-program surveys and discuss the exact content of this program will be matched to the needs of the participants.

Site Visits: Participants will visit at least three local companies to study their innovation and leadership strategies. These visits will allow participants a privileged insight into the policies and practices of leading companies.

Networks: Participants will have the opportunity to develop their professional network while at Boston College with our faculty and staff and with senior leaders from Boston’s business and government communities.

“Toolbox”: The “toolbox” is an integral piece of GLI programing that helps participants apply their learning to their professional practices. Each participant will depart the GLI with a plan to develop both the innovation and leadership policies and practices of their organizations and to enhance the effectiveness of its strategy.
Global Leadership Institute

Program Director: Dr. Robert M. Mauro

Dr. Mauro is director of the Global Leadership Institute. He completed his PhD in Political Science at the Rockefeller College of Public Affairs and Policy at the State University of New York in Albany. Before coming to Boston College he undertook a post-doctoral research fellowship in the Institute for British-Irish Studies (IBIS) at University College Dublin (UCD). While there he worked on a project titled Breaking the Patterns of Conflict: The Irish State, the British Dimension, and the Northern Ireland Conflict Political Studies. Dr. Mauro is a recipient of a “Top 40 Under 40” in Irish-America award. Dr. Mauro also participated in a Partnership Opportunity Delegation on STEM education and entrepreneurship to Ireland and Northern Ireland with the U.S. Department of State’s Office of Global Partnerships.

In addition, to being an experienced academic, Dr. Mauro has extensive experience in university administration and a deep interest in entrepreneurial practices. Dr. Mauro has designed and implemented professional education programs for developing and senior leaders. These programs hosted over 600 participants from fields as diverse as business and innovation, policy, science and technology, and bureaucracy.

Key Faculty: Prof. Mohan Subramaniam

Professor Mohan Subramaniam specializes in the areas of global strategy, managing multinational companies and the strategic management of knowledge and innovation. His more recent work includes new strategic frameworks for the digital economy and ecosystems. His research appears in several leading management journals including the *Academy of Management Journal*, *Strategic Management Journal*, *Journal of International Business Studies*, the *Journal of Management*, and the *Harvard Business Review*. His research has also received several grants including those from Novell Corporation, the National Science Foundation and the Carnegie Bosch Institute, and awards from the Academy of Management, the Strategic Management Society, McKinsey & Company and the Decision Sciences Institute.

He teaches courses in strategy, global strategy and innovation management. Professor Subramaniam has consulted with and taught senior executives at leading global companies including General Motors, Hamilton Sunstrand, Nextel, New Balance, Voestalpine, and executive development programs at the University of Connecticut and Boston College.

Professor Subramaniam is a member of the Academy of Management, Strategic Management Society and the Academy of International Business.
Programing and Tuition

This program will take place at Boston College’s Chestnut Hill campus in Chestnut Hill, Massachusetts. The campus is located in the Boston Metro area and the City Center is accessible by rapid public transit.

Managing Global Competition Schedule

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<th>Date</th>
<th>Morning</th>
<th>Lunch</th>
<th>Afternoon</th>
<th>Evening</th>
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<tr>
<td>July 18</td>
<td>Arrive Boston College by 7:30 AM</td>
<td>12 – 1 Lunch</td>
<td>1 – 5:30 PM Module 2 Global Leadership</td>
<td>6:30 PM Welcoming Dinner</td>
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<td>9 AM – 12 PM Module 1 Global Strategy</td>
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<td>July 19</td>
<td>8:30 AM – 12 PM Module 3 Global Strategy</td>
<td>12 – 1 Lunch</td>
<td>1 – 5:30 PM Module 4 Government Relations</td>
<td>Walking Tour</td>
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<td>July 20</td>
<td>8:30 AM – 12 PM Module 5 Disruptive Innovation</td>
<td>12 – 1 Lunch</td>
<td>1 – 5:30 PM Module 6 Emerging Markets</td>
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<tr>
<td>July 21</td>
<td>8:30 AM – 12:30 Module 7 Global Human Resources</td>
<td>12:30 – 1 Lunch</td>
<td>2 – 4 PM Site Visit to local company</td>
<td>6:30 PM Graduation Reception</td>
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Programing

Participants will spend 40 hours with Boston College faculty, GLI staff, and professional leaders, and participate in two company site visits. At the conclusion of programing, participants will have an opportunity to work in teams to develop their “toolbox” and present their findings from the program to their colleagues. This program recap will be attended by faculty and invited business leaders and is intended to enhance student learning and sharing.

Key Benefits

- Improved ability to innovate and **solve strategic business problems** in competitive environments
- Enhanced ability to provide **knowledgeable and skillful leadership** in day-to-day activities in high-impact organizations
- Develop **innovation and leadership skills** in both internal and external business environments
- Focus on building better ideas through **teamwork, communication, and breakthrough creativity**
- Interact with faculty and **develop relationships** with the Boston College community that will continue after the completion of the program

Company Visits Hosts

GLI programing tailors company site visits to student experience, interests, and needs. Examples of possible company site visits:

- Biogen Idec- Biotechnology
- Fidelity Investments- Fund Management
- GE Healthcare Systems- Healthcare Management
- Grand Circle Travel- International Adventure Travel
- HubSpot- Online marketing
- Liberty Mutual- Insurance
- Massport- Logan Airport and Port of Boston
- New Balance- Athletic Shoe Manufacturing
- SBLI- Insurance
- State Street Bank- International Banking

Tuition:

Tuition includes:

- Lunch each programing day for a total of five lunches
- Refreshment breaks during programing including tea, coffee, water, and sweets
- Welcoming dinner with faculty and invited business leaders
- Graduation reception with faculty and business and community leaders
- Certificate of completion from Boston College
- All programing material including case studies and readings
- Transportation to and from company site visits
- Transportation to and from Boston College for programing
- An all-access Boston Subway and Bus MBTA transit pass
- A walking tour of historical Boston

Airfare and hotel not included in tuition.

$3,000/student