

Frank A.Y. Wang

Course Title – Global Economics and Business Developments

Objective – Graduate level students will learn from Taiwan’s world-class business leaders on global economy, industry trends, and corporate management. The curriculum aims to educate Taiwan’s future leaders to become globally competitive, visionary, and earn a charitable mind. Students will have the opportunity to present their understanding of global economic and business trend implications to Taiwan industries and companies. The learning outcome will be developments of analytical framework, business presentation skill, and project based team collaboration.

Time – Friday, 2-6 pm, 9 weeks

Course Credits – 2 points

Recommended Readings -

- 1) Michael E. Porter, 1998. *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. New York: The Free Press
- 2) Geoffrey A. Moore, 1998. *The Gorilla Game*. New York: Harper Collins
- 3) Clayton M. Christensen, 1997. *The Innovator’s Dilemma : When New Technologies Cause Great Firms to Fail*. Boston: Harvard Business School Press

Course Credits –

- 1) Attendance - 10%
- 2) Mid-term Exam – 30%
- 3) Team Presentation – 30%
- 4) Final Exam – 30%

Course Structure –

- 1) Class leader (liaison)
- 2) 2 students per team (team based; Introduction, Advantage, Risk, Conclusion).
- 3) The course will be conducted in English format.

Course Schedule –

Week 1 – Introduction to Global Economics and Business Developments

Recommended Reading – Michael Porter, *Competitive Strategy*, Chapter 1, The

Structural Analysis of Industries; Chapter 2, Generic Competitive Strategies; Chapter 3, A Framework for Competitor Analysis; Chapter 4, Types of Market Signals; Chapter 5, Competitive Moves; Chapter 6, Strategy Toward Buyers and Suppliers

Week 2 – Financial Analysis

Recommended Reading – Michael Porter, Competitive Strategy, Chapter 5, Competitive Moves; Chapter 6, Strategy Toward Buyers and Suppliers; Chapter 7, Structural Analysis Within Industries; Chapter 8, Industry Evolution; Chapter 9, Competitive Strategy in Fragmented Industries; Chapter 10, Competitive Strategy in Emerging Industries; Chapter 11, The Transition to Industry Maturity; Chapter 12, Competitive Strategy in Declining Industries

Week 3 – Corporate Valuation

Recommended Reading – Michael Porter, Competitive Strategy, Chapter 13, Competition in Global Industries; Chapter 14, The Strategic Analysis of Vertical Integration; Chapter 15, Capacity Expansion; Chapter 16, Entry into New Businesses

Week 4 – Case Study (Speaker – a publicly listed biotech company management)

Recommended Reading – Geoffrey Moore, Gorilla Game, Chapter 2, How High Tech Markets Develop; Chapter 3, Understanding Gorilla Power;

Week 5 – Mid-term Exam

Week 6 – Case Study (Speaker – a public listed financial institution management)

Recommended Reading – Geoffrey Moore, Gorilla Game, Chapter 5, Mapping the terrain; Chapter 6, Stalking the Gorilla; Chapter 7, Capturing the Gorilla

Week 7 – Case Study (Speaker – a foreign investment bank)

Recommended Reading – Clayton Christensen, The Innovator's Dilemma, Chapter 1, How can Great Firms fail?; Chapter 2, Value networks and the Impetus to Innovate

Week 8 – Team Presentation

Week 9 – Final Exam