

00:00 (upbeat music)
00:04 - The main focus of the Global Strategy Concentration
00:07 is really to get students aware of the challenges
00:12 of performing and managing companies in a global setting.
00:16 So as we know the world is becoming much more international,
00:19 businesses becoming much more globalized these days.
00:22 The challenges involved in running, managing and being part
00:26 of these organizations is becoming much more significant.
00:29 And the tools that you would gain
00:31 through the global business and global strategy mindset,
00:35 I think will be useful in meeting a lot of those challenges.
00:41 The skills that we try to develop in our students
00:44 really span the spectrum from broad environmental analysis,
00:48 really understanding political trends, economic
00:51 and socio-cultural trends, as they relate to business.
00:54 Down to the level of industries
00:56 and individual organizations,
00:58 getting a sense for the dynamics on sensible factors,
01:02 what those mean for the prospect of organizations,
01:04 what opportunities and the challenges to those,
01:07 present for those companies.
01:10 And in terms of the career opportunities,
01:12 clearly everything from working within a corporation,
01:15 in a strategy division,
01:17 in a business planning role, for example
01:20 all the way to consulting roles devoted
01:23 to really understanding where the direction
01:26 of an organization would best be served in the future
01:29 and everything from a well-established organizations
01:33 really to entrepreneurial startup,
01:35 the skills that could develop through this concentration,
01:38 I think really fit the bill across a lot of those
01:42 different sectors and opportunities.