



GLOBAL BUSINESS @ UT DALLAS

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City of Plano
Multicultural Outreach Roundtable (MCOR)
and Plano International Festival (PIF)
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Mr Global Business welcomes you!

2009 Update

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global business



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GLOBAL BUSINESS ^{2e}



From Global Business to Global Strategy



GLOBAL STRATEGY ^{2e}



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ESTRATEGIA GLOBAL

Mike W. Peng





**UTD's hottest new major:
Bachelor of Science in
Global Business
(Jindal School of Management)**

- 2010 (launch year): 60 majors
- 2011 (2nd year): 230 majors (283% growth!)

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Why is Global Business so hot?

- Because studying global business makes you smarter, wiser, more global—and more employable
- Because UTD is a global center of excellence in global business studies (which we call international management studies—course listing IMS)
 - One of the few universities in the world that has BS, MS, and PhD programs in this exciting area

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**TWO CASE STUDIES ON
LOCAL IMPACT OF GLOBAL
BUSINESS (today's theme)**

- HSBC: The world's local bank
- Huawei in Plano

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CASE 1

Global business is also about local business

HSBC (one of the largest and most global banks) calls itself: **The world's local bank**

**LESSON:
Think global,
act local**

Source: Is used by HSBC Holdings, plc

Never underestimate the importance of local knowledge.

To truly understand a country and its culture, you have to be part of it.

That's why, at HSBC, we have local banks in more countries than anyone else. And all of our offices around the world are staffed by local people.

It's their insight that allows us to recognize financial opportunities no other bank could.

But these opportunities don't just benefit our local customers.

Innovations and ideas are shared throughout the HSBC network, so that everyone who banks with us can benefit.

Think of it as local knowledge that just happens to span the globe.

HSBC
The world's local bank

In Oaxaca, Mexico, too



NO GRANTEE: Hopping Good When life gives you lemons, the savvy growers make lemonade. In Oaxaca, where nature gives farmers great quantities of crop-eating pests, they make toasted chapulines—grasshoppers freshly caught and seasoned with a bit of garlic and lime. The crunchy-legged adults and tender nymphs are also widely available in markets for about five dollars a pound. It's a considerable expense in a relatively impoverished region, and a strong testament to the huge popularity here. Jeffrey Cohen, an Ohio State University anthropologist who has begun a study of chapulin consumption with funding from National Geographic, Cohen first tried the delicacy when offered grasshoppers in a tortilla in Oaxaca. "Slightly bitter, but tasty," he recalls. Later, his academic interest was whetted when he discovered the grasshoppers are so widely prized as a snack—popped in the mouth like popcorn—that entire regions of Oaxaca are reported



© National Geographic.

CASE 2: Huawei

- US headquarters in Plano, Texas
- US Congressional report alleged it to be a potential “national security threat” (2012)



LEARNING OBJECTIVES

1. After watching the video, you should be able to:
 - a. understand the industry conditions conducive for competitive and innovative companies
 - b. justify how formal institutions affect domestic and international competitive capabilities of domestic industry, institutions, and capabilities
 - c. identify the international advantage of Huawei
 - d. describe how local firms might outperform global competitors in domestic and international markets

UT DALLAS

Jindal School of Management have sponsored over 20 trips in the past 15 yrs:



To name a few ...

- India
- South Korea
- Poland
- Italy
- Germany
- Denmark
- Mexico
- Argentina
- Turkey
- China
- Taiwan
- South Africa & Zimbabwe



Trip to India – August 2010



Gateway of India, Mumbai, India




UTD students in Istanbul, Turkey



UTD students in Poznan, Poland




UTD students in Forbidden City, Beijing



UTD students at Great Wall



UTD students at a corporate visit in Shanghai



GO GLOBAL!



For additional information
and today's slides:

www.mikepeng.com

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