Mr Global Business welcomes you!

From Global Business to Global Strategy

Innovative paperback (GLOBAL 1E and 2E)

Two editions in China
(Chinese only and Chinese-English bilingual)

Spanish and Portuguese editions
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!)

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

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

• HSBC: The world’s local bank
• Huawei in Plano
In Oaxaca, Mexico, too

CASE 2: Huawei
- US headquarters in Plano, Texas
- US Congressional report alleged it to be a potential “national security threat” (2012)

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

For BS in Global Business and MS in International Management Studies:

Dr. Habte Woldu, Director
wolduh@utdallas.edu