

# ***Moving my Global Strategy Course Online***



INSEAD

**Felipe Monteiro**

**[felipe.monteiro@insead.edu](mailto:felipe.monteiro@insead.edu)**

**Chair, Global Strategy IG, SMS**

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# Agenda

1. The context
2. The set-up
3. The content
4. The delivery
5. The results
6. Online resources

# The context

- Elective course, 3 MBA sections, 55 students each, last term before graduation
- 11 guest speakers
- 2 new cases launched
- 14 sessions of 90-minutes each, all on Zoom

# The set-up

- Equipment
  - Lights
  - Professional mic
  - HD webcam
  - Wired internet connection
  - Multiple devices
- Online poll software
  - Paid Poll Everywhere license
- Exchanging ideas with colleagues (within and outside INSEAD)

# The content

- “The World is Flat” vs. “The End of Globalization”
- Government vs. Market/Competitive/Cost Drivers
- Technology/digitalization
- Global open innovation
- “Live cases”
- Final project about Covid-19 impacting global strategies

# The delivery

- Engaging students using multiple tools is key
  - Wheel of names
  - Cameras on
  - Zoom functions
  - Chat
- Heavy usage of PollEverywhere
- Speakers from all over the world (30-min interventions)



# The results

- 60+ hours of synchronous online teaching in 3 weeks
- Exhausting

**BUT**

- Some of the highest ratings I've ever got
- And nomination as one of the best elective courses at INSEAD

# Online resources

- Global Strategy case websites with detailed teaching notes and videos with the case protagonists
  - [ENEL: https://publishing.insead.edu/case/enel](https://publishing.insead.edu/case/enel)
  - [TAG Heuer: https://publishing.insead.edu/case/tag-heuer-a](https://publishing.insead.edu/case/tag-heuer-a)
  - [Fashion Forward Dubai: https://publishing.insead.edu/case/fashion-forward-dubai](https://publishing.insead.edu/case/fashion-forward-dubai)
  - [Doing Business in Brazil after Car Wash: https://publishing.insead.edu/case/car-wash](https://publishing.insead.edu/case/car-wash)
  - [BT Group: https://publishing.insead.edu/case/bt-group](https://publishing.insead.edu/case/bt-group)
- Soon
  - [FC Barcelona: https://publishing.insead.edu/case/barca-innovation-hub](https://publishing.insead.edu/case/barca-innovation-hub)
  - [Quinta do Vallado winery: https://publishing.insead.edu/case/quinta-do-vallado](https://publishing.insead.edu/case/quinta-do-vallado)





**Many thanks and I look forward  
to keeping in touch!**



**Felipe Monteiro, Ph.D.**  
**Senior Affiliate Professor of Strategy**  
**Academic Director, Global Talent Competitiveness Index**

**INSEAD Europe Campus**  
**Boulevard de Constance**  
**77305 Fontainebleau Cedex, France**

**Tel: +33 (0)1 60 72 48 87**  
**felipe.monteiro@insead.edu**

**Web : <http://faculty.insead.edu/felipe-monteiro/home>**  
**Linkedin: <http://www.linkedin.com/in/felipemonteiro>**