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## **WORKBOOK FOR OPTIONAL ECONOMICS, MANAGEMENT AND STRATEGY SECTION**

Please watch the Introduction lecture of this section.

There are no quizzes for this section.

There are 6 parts in this section, which can be accessed by clicking on the links in the blue box above.  
Thanks

**Economics, Management and Strategy Optional Section Part 1 (Meaning Video #1):**

**Fast forward in the lecture to access the following topics:**

00:14 If the United States bailed out General Motors, should we feel bad that they are trying to move everything overseas?

04:52 Is it wise or possible to disrupt an industry that is highly regulated? My idea is to bring innovation to an industry that has major government control, will it be endless legal fights?

08:07 Other than Amazon, which big technology companies still operate like a startup?

11:09 Why don't most companies operate like a startup like Amazon?

15:37 What's your opinion on eSports?

**Economics, Management and Strategy Optional Section Part 2 (Meaning Video #2):**

**Fast forward in the lecture to access the following topics:**

00:14 Are monopolies good for the economy?

10:00 How do companies innovate?

15:11 Do you think the pre-order system is effective for products?

**Economics, Management and Strategy Optional Section Part 3 (Meaning Video #3):**

**Fast forward in the lecture to access the following topics:**

00:14 Is it possible to disrupt a highly regulated business-like electric utility?

01:28 You mentioned using TIPS (Treasury Inflation-Protected Securities), can you explain how they work? I recently liquidated some stocks and like to try them

06:11 When a government splits up a company, will they become competitors?

08:57 You worked at large corporations, startups, and are the owner of your company, what defining characteristics are needed to stand out in each?

13:09 What is the best approach to boost B2B sales?

14:41 What happens when a government takes over an airline?

17:53 Do you think the US government could outlaw Bitcoin?

**Economics, Management and Strategy Optional Section Part 4 (Meaning Video #4):**

**Fast forward in the lecture to access the following topics:**

00:14 What do you think are the best uses of cryptocurrencies?

01:54 Can you explain customer concentration for me?

03:45 Is consumer sentiment the same thing as consumer price index (CPI)?

05:49 How can one quickly analyze business ideas?

07:26 How do startups calculate their own valuation?

08:33 Where do you see the technology industry moving to?

10:33 What does it mean when someone asks about unit economics?

12:01 Could the new stimulus program in Australia batter the Australian dollar?

14:26 How do you rate a management team?

17:11 How do you judge a CEO?

17:50 What do you think about selling cloud computing solutions to small and medium-sized businesses?

19:06 Can governments come in and fix monopolies in the private sector?

**Economics, Management and Strategy Optional Section Part 5 (Meaning Video #5):**

**Fast forward in the lecture to access the following topics:**

00:14 How do you size up a management team?

02:58 Why do companies normally split up?

11:19 How can you determine if a product is not wanted by the market?

15:09 Can you explain barriers to entry?

17:12 I want to write a research paper; how should I start?

**Economics, Management and Strategy Optional Section Part 6 (Meaning Video #6):**

**Fast forward in the lecture to access the following topics:**

00:14 The Fed is injecting 1.5 trillion into short term lending in the markets, can you explain what this means?