

COURSE SYLLABUS

COURSE TITLE:	Geopolitics and Business Development	COURSE CODE:	BUSI500
PREREQUISITES:		SEMESTER:	SPRING 2017
INSTRUCTOR:	Palena Neale	CREDITS:	3
EMAIL:	PalenaNeale@gmail.com	SCHEDULE:	Tuesdays 14h30-17h30

COURSE DESCRIPTION:

This course examines the interconnectedness of geographical, historical, political, economic, social and cultural factors that affect international business. Topics include: frameworks for understanding geopolitics and the various actors involved in the competitive dynamics of transnational business; the politics of foreign policy decisions and its impact on international business; economic development and emerging markets; the role of social movements, supranational organizations and terrorist organizations on international business; environmental management and sustainability, including corporate social responsibility efforts, and global leadership – themes that influence both the theory and practice of transnational business. Students will be given the tools and strategies to explore and apply these themes using the case study approach. We will have several guest speakers who are practitioners in various fields discussed and they will share their experiences in operationalizing various strategies and practices. Finally, the course will help students critically examine the dynamic relationship between geopolitics and international business.

COURSE OBJECTIVES:

This course focuses on the international environment of business and the strategic choices facing organizations engaged in international business operations and will give students the conceptual frameworks and tools to critically examine transnational business.

Presence in class is mandatory. More than 2 absences will lead to a failing grade.

EXPECTED LEARNING OUTCOMES:

Upon completion of this course students should be able to:

- Explain how place, scale, region, territory, network, structure and agency are used for understanding geopolitics
- Analyze how foreign policy decisions operate at different geographic scales
- Identify a range of geopolitical actors other than countries
- Identify ethical considerations in the multinational business context and critically analyze Corporate Social Responsibility (CSR) approaches and its impact on business policy
- Critically examine the politics of international trade policy

- Identify the various factors used to explain economic development in economies such as India and China
- Explain the attributes of social movements, supranational and terrorist organizations and how they are able to influence domestic and transnational business
- Critically analyze the new topic of environmental geopolitics and its implication for transnational business
- Identify key leadership challenges in transnational business as well as some of the lessons learning in conducting transnational business.

MANDATORY TEXTBOOK:

There is no mandatory textbook – required handouts and articles will be shared with students. In addition, students are expected to read the following regularly: www.wsj.com; www.Expansion.com; www.ft.com; The Economist.

EVALUATIONS:

The final grade will be determined as follows:

- 30% Class participation and engagement
- 10% Thesis proposal
- 50% Thesis
- 10% Thesis oral presentation

Class participation and engagement (30%) Class participation is based on a number of criteria:

General engagement - Class participation is mandatory. Students that participate in class discussion gain a much clearer understanding of the key concepts and ideas than students that do not participate. Reading assignments therefore must be completed before class since they are the key to participating in class.

During the **first session**, in class case assignments and responsibilities will be assigned. During the presentation of case studies, there will be students who present the case in question, while the other students will be responsible for providing content feedback and style feedback. Starting in **Session 3 through to Session 10**, classes with assigned case presentations will start with the 'case presentation' where the student(s) will present their analysis of the assigned case and questions, which will be followed by the 'content group', who will present a critical analysis of the presentation content, which will be followed by the 'style feedback group', providing critical feedback on the style aspects of the case presenters. For each of these sessions there will be at least 3 groups responsible for presenting and/or providing feedback – which forms a significant component of the class participation mark. Specifically:

Case presentation group – Starting in **Session 3**, assigned groups will be responsible for presenting an analyzed case (case readings and questions to be distributed). Class will start with this activity and the presentation should be between 20-30 minutes. **The presentation should be sent to the professor by 18h the night before the presentation in class.** Following this presentation, we will hear from the content feedback group:

Content feedback group – This group is responsible for critically examining the responses of the presentation group, for example, to what extent did the group answer the assigned questions – what was done well, what was missing. Following this feedback, we will hear from the style feedback group:

Style feedback group – This group will review the case presenters from a style perspective. It will be up to each style feedback group to identify the criteria upon which they will evaluate the case presenters' presentation style, and deliver this feedback to the case presenters. **The evaluation template must be submitted the professor by 18h the night before the presentation in class.**

Thesis proposal (10%) Each student is required to submit a thesis proposal, summarising in approximately 300 words the proposed thesis topic. This should also include a draft timeline for the research and writing activities, including data collection. This is due by close of business (COB) on Session 3 (18h local Paris time).

Final thesis (50%) Students will be asked to choose a subject of interest that falls within the domain of geopolitics and international business and to conduct an exploratory and explanatory piece of research using a combination of research methods that elaborates their research question and provides an analytical piece of research on their subject in question. The thesis must demonstrate awareness and understanding of the key issues and concepts relevant to the topic and should exhibit an attempt to generate new information or a new interpretation of existing information pertinent to the topic. **A detailed explanation of the thesis guidelines and the oral presentation are provided in a separate document that will be distributed in hard copy the first day of class and also made available on the course Dropbox from Session 1.**

Thesis Oral Presentation (10%) The thesis must be presented before the thesis committee on a day confirmed by the ABS Paris administration office. The presentation will be a maximum of 30 minutes.

Late assignments: Except in rare circumstances, late papers are not accepted. In case of emergency, this rule can be waived with appropriate documentation and cause.

Citation System: Students must use either the APA or Harvard style in all papers submitted in this course.

Grades will be based on the following evaluation criteria:

CATEGORY	ACHIEVEMENT LEVEL 1 : BEGINNING	ACHIEVEMENT LEVEL 2 : DEVELOPING	ACHIEVEMENT LEVEL 3 : ACCOMPLISHED	ACHIEVEMENT LEVEL 4 : EXEMPLARY
Participation	Attending class with no participation/engagement in discussions or group work; poorly analyzed and presented case and/or content feedback	Active listening, participation in group work; adequately analyzed and presented case and/or content feedback	Voluntary participation in discussion and debate; active participation in group work; good analysis and presentation of case and content feedback	Insightful engagement in discussions and debate; ability to link theory and practice; is able to add other perspectives and/or experiences to

				the debate; active involvement in group work; excellent analysis and presentation of case and content feedback
Grasp of subject matter and conceptual integration	Work is unsatisfactory	Satisfactory understanding of subject matter and conceptual integration	Thorough grasp of subject matter and effective application	Excellent grasp of subject matter and conceptual integration
Analytical thinking	Poor analysis and misses important elements	Adequate level of thinking and analysis	Good thinking and analysis	Excellent analytical thinking
Innovative application of theory to practice	Lacks any noticeable attempts at application	Adequate application of theory to practice	Sound application of theory to practice	New and/or different application of theory to practice
Writing and presentation skills	Poorly written and presented	Adequate presentation and organization	Well written and organized	Very well written and organized
Additional inputs incorporated	No attempt made	Minimum level of individual thought or effort with inadequate attempts at application	Some level of additional input provided, relevant to the subject from outside sources and/or personal experiences	Additional input is provided, relevant to the subject from outside sources and/or personal experience

COURSE SCHEDULE:

Dates	Reading/Homework	Session Content
Session 1 31-01-17	Assignment of case presentation groups, content and feedback groups	Introduction to Geopolitics and Business Development Introduction of Prof Overview of the course - <ul style="list-style-type: none"> • Overview of syllabus • Marking, assignments • Class ground rules • Student introductions • Formation of student groups for in class work Introduction to Geopolitics - <ul style="list-style-type: none"> • Geopolitics as component of human geography • A diversity of geopolitical approaches
Session 2 07-02-17	The World Is Still Not Flat The New Rules of Globalization Handouts - Prologue + Chapter 1 (Flint) Chapter 1 (Hill)	A Framework for Understanding Geopolitics <ul style="list-style-type: none"> • Place, scale, region, territory and network in understanding geopolitics • Geopolitical agents • Structure and agency • Power • Globalization
Session 3 14-02-17	Case Presentation 1 – ‘Our Election, Your Problem, A Trump presidency will be bad for the world economy and worse for places outside America’ America’s Foreign Policy: A time to cheer up What does Donald Trump’s victory mean for the world? The Potential Impacts Of Brexit On The Global Economy A back-handed complement - Donald Trump, Brexit and the transatlantic echo British and American politics often march in lockstep. Now they do so again Handouts – Chapter 2 (Flint)	Geopolitical Agency: the concept of geopolitical codes <ul style="list-style-type: none"> • Geopolitical codes • Scale of geopolitical codes • Geopolitical codes in the US • The War on Terror as a geopolitical code • Geopolitical codes of non-state agents • Relational geopolitical codes

	THESIS PROPOSAL DUE	
Session 4 21-02-17	<p>Case Presentation 2 – ‘The Truth About CSR’, HBR 2015</p> <p>What Aristotle Can Teach Firms About CSR</p> <p>Handouts - Chapter 4 (Hill)</p>	<p>Ethics in International Business and the Role of Corporate Social Responsibility (CSR)</p> <ul style="list-style-type: none"> • What ethics is and is not • Business ethics • The relationship between ethics and CSR • CSR • Compliance with the law • CRS and corporate social performance
Session 5 28-02-17	<p>Great Wall of Facebook – The only way Facebook enters China is as a tool of the Government</p> <p>Handouts - Chapter 12 (Hill)</p>	<p>Geopolitics and Strategy</p> <ul style="list-style-type: none"> • Strategy and the Firm • Global expansion, profitability, and growth • Cost pressures and pressures for local responsiveness • Choosing a strategy <p>Guest Speaker (To be confirmed)</p> <p>Individual thesis advice</p>
Session 6 07-03-17	<p>Case Presentation 3 – International business and the SDG’s – the role of the private sector</p> <p>India's GDP growth to remain strong: World Bank</p> <p>India's Economic Growth Up To 7.9% Of GDP For Quarter, 7.6% For The Year</p> <p>Japan’s Economic Malaise: Cause, Cures & Lessons for the rest of the world</p> <p>Handout – Economic Development of Nations</p>	<p>Economic Development</p> <ul style="list-style-type: none"> • Economic development and how it is measured from GDP to SDGs • Economic transition and its main obstacles • Sources of political risk • How companies can manage political risk • China’s and Russia’s experiences with economic transition
Session 7 14-03-17	<p>Protectionism, The hidden persuaders</p> <p>Protectionism can take many forms, not all of them obvious</p> <p>EU Businesses Warn of Protectionist Backlash if China Doesn’t Open its Market</p> <p>Chapter 5&6 (Hill)</p>	<p>Global Trade – The Changing Governance of International Trade and Implications for Business</p> <ul style="list-style-type: none"> • The economics of international trade • The political economy of international trade policy • International trade agreements • U.S. trade policy • The political economy of

	DRAFT 1 OF THESIS DUE	<p>protectionism</p> <ul style="list-style-type: none"> The political economy of market opening <p>Guest Speaker (To be confirmed)</p>
<p>Session 8 28-03-17</p>	<p>As Emerging Markets Slow, Firms Search for 'New' BRICS</p> <p>Which Countries Will Rise to the Top in a Leaderless World?</p> <p>The Globe: Cracking the New Growth Market: Africa</p> <p>The Globe: A Cautionary Tale For Emerging Market Giants</p>	<p>The Emerging Geopolitical Landscape</p> <ul style="list-style-type: none"> How countries are assessed Opportunities Risk assessment Management in the nonmarket environment
<p>Session 9 04-04-17</p>	<p>Case Presentation 4 – Global Business, Geopolitics and the United Nations Global Compact</p> <p>The UN to Global Business: 'We Need You'</p> <p>Handout – Network Geopolitics</p>	<p>Network geopolitics: social movements, supranational organizations and terrorists</p> <ul style="list-style-type: none"> Geopolitical globalization The geopolitics of transnational business Transnational social movements Definitions of terrorism Geopolitics of netware and cyberwarfare
<p>Session 10 11-04-17</p>	<p>Case Presentation 5 – Fighting climate change from Paris to Kigali</p> <p>Why Companies are Becoming B Corporations</p> <p>Russia Presents Revised Claim of Arctic Territory to the United Nations</p> <p>Climate Resilience (World Resource Institute)</p> <p>Creating Sustainable Performance</p> <p>Managing for Sustainability</p> <p>Handout – Environmental geopolitics: security and sustainability</p>	<p>Environment Management and Sustainability</p> <ul style="list-style-type: none"> Humans and the environment Geopolitical codes and the environment Climate change and the necessity of interstate geopolitics Territory, conflict and the environment <p>Guest speaker (To be confirmed)</p>
<p>Session 11 18-04-17</p>	<p>Join the Global Elite</p> <p>The Art of Developing Truly Global Leaders</p>	<p>Lessons Learned: Doing Business Globally</p> <ul style="list-style-type: none"> The geopolitics of the rise and fall of world leaders: the context of contemporary geopolitics Legacy, change, and world

	<p>It's Time for a New Discussion on Women in Leadership</p> <p>Getting it right - Pay attention to the mundane things of business life</p> <p>Handout: Global geopolitical structure: framing agency</p>	<p>leadership</p> <ul style="list-style-type: none"> • The politics of geopolitics
Session 12 09-05-17	FINAL THESIS DUE – ELECTRONIC AND PAPER SUBMISSIONS	Practice thesis presentations