

# **MGMT 511**

## **Fall 2015**

**Professor: Raul de Gouvea Neto**

**Office: ASM 2040**

**Phone: 505-277-8448**

**E-mail: [rauldg@unm.edu](mailto:rauldg@unm.edu)**

### **I - Course Description and Objectives**

This course is designed to help the student to develop skillful and articulate responses to diverse sources of information regarding the global business environment. Equally, the aim is to offer the students a broad view of the various decisions and tasks involved in conducting international business, as well as environmental variables which affect international business operations around the globe.

Thus, the challenge (and the reward) of this course is for the student to fine-tune her/his ears and sharpen her/his vision to recognize and appreciate the multiple relationships among the various forms of information available in the subject area and the various media through which this information is made available to the student.

The course will cover the following topics: Globalization; Global Challenges and Opportunities Facing the U.S. Economy; The Global Economy, Global Trade and Investment; Global Sustainable Strategies; Global Risk Management; Global Innovation and Technology: Trends and Strategies; Negotiating Across Cultures; Global Strategy; Global Marketing, Global Outsourcing and Global Offshoring; and Entry Strategies for Global Markets.

**Note:** If you are qualified person with disabilities who might need specific accommodations in an academic setting, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs. Frequently, we will need to coordinate accommodating activities with other offices on campus.

### **II - Course Objectives and Methodology**

The primary goal of this course is to introduce the student to and to create a degree of understanding of the world of business in a global setting. Students are expected to attend all classes, be prepared for and participate in class discussions, and carry out all assignments.

This course will combine the following teaching and learning methodologies:

## **I. Recommended Reading for Weekly Class Discussion**

- A. Magazines:** The Economist, World Trade, Business Week, Fortune, Latin Trade, Asian Trade, The Wilson Quarterly, Harvard Business Review, International Business, Forbes, Foreign Affairs, The Washington Quarterly.
- B. Academic Journals:** Journal of International Business Studies (JIBS), Management International Review (MIR), Thunderbird International Business Review, California Management Review, Latin American Business Review, World Development, Journal of World Business.
- C. Newspapers:** The Financial Times, The New York Times, Wall Street Journal, Journal of Commerce, The Washington Post.

## **II - Reading List Content**

### **A. – Globalization**

1. Deloitte University Press (2014). Navigating the Next Wave of Globalization. Pages: Preface-page 47. <http://d2mtr37y39tpbu.cloudfront.net>
2. **Ged-Project (2014). Who Profits Most from Globalization? Policy Brief #2014/01.** [www.ged-project.de](http://www.ged-project.de)
3. United Nations (2014). World Economic Situation and Prospects. New York: United Nations. [www.un.org](http://www.un.org).
4. Ernest & Young (2013). Looking Beyond the Obvious: Globalization and New Opportunities for Growth. [www.ey.com](http://www.ey.com)
5. Saylor Foundation (2012). Globalization and the Coca-Cola Company. [www.saylor.org](http://www.saylor.org)
6. 2014 - KOF Index of Globalization, <http://globalization.kof.ethz.ch>

### **B. – Global Risk Management**

1. World Economic Forum (2015). Global Risks: 2015. Geneva: World Economic Forum. P.1-p. 47. [www.weforum.org](http://www.weforum.org).
2. Clapper, J. (2014). Worldwide Threat Assessment of the US Intelligence Community. Washington, D.C: Senate Select Committee on Intelligence. [www.dni.gov](http://www.dni.gov)
3. U.S. Department of State (2014). 2014 CAR – United States Climate Action Report. [www.state.gov](http://www.state.gov). Please read pages 4-28.
4. Jonas, Olga (2014). Pandemic Risk. Washington, D.C.: The World Bank. <http://un-influenza.org>

### **C. Global Innovation and Competitiveness**

1. Schwab, K., and Sala-i-Martin, X. (2014). The Global Competitiveness Report 2014-2015, Part 1. Geneva: World Economic Forum, p.1-46. [www.weforum.org](http://www.weforum.org)
2. Dutta, Soumitra., and Lanvin, Bruno (2014). The Global Innovation Index 2014: The Human Factor in Innovation. Geneva: WIPO, p. 3-33. [www.globalinnovationindex.org](http://www.globalinnovationindex.org)
3. Battelle (2014). 2014 Global R&D Funding Forecast. [www.battelle.org](http://www.battelle.org)
4. Otis College of Art and Design (2014). Report on the Creative Economy: Introducing the First Report on the Creative Economy of California.” [www.otis.edu/econreport](http://www.otis.edu/econreport)
5. UNESCO (2013). Creative Economy Report 2013: Widening Local; Development Pathways. P.9-39. [www.unesco.org](http://www.unesco.org)

### **D. Global Sustainability**

1. Ernst & Young (2013). Six Growing Trends in Corporate Sustainability. [www.ey.com](http://www.ey.com), p.5-32.
2. KPMG (2013). The Sustainability Yearbook 2013. [www.kpmg](http://www.kpmg). P. 5-34.
3. IFC (2013). Better Companies, Better Societies: Good Governance Key to Sustainability. [www.ifc.org](http://www.ifc.org)
4. IPCC (2014). Climate Change 2014, Impacts, Adaptation and Vulnerability \_Summary for Policymakers. <http://ipcc-wg2.gov>.
5. World Economic Forum (2013). The Green Investment Report. The Ways and Means to Unlock Private Finance for Green Growth. Geneva: World Economic Forum, p.6-24. [www.weforum.org](http://www.weforum.org)

### **E. Business & Sustainability**

- a) Lowitt, Eric (2014). “How to Survive Climate Change and Still Run a Thriving Business.” Harvard Business Review, April, p.87-92.
- b) UNEP (2012). The Business Case for the Green Economy: Sustainable Return on Investment. [www.unep.org](http://www.unep.org).
- c) Robert Engelman (2013). “Beyond Sustainability.” The WorldWatch Institute – Is Sustainability Still Possible? [www.Worldwatch.org](http://www.Worldwatch.org) .
- d) Alessandro Galli et al. (2012). “Integrating Ecological Carbon and Water Footprint into a “Footprint Family” of Indicators.

### **F. Leading Corporate Sustainability Issues**

- a) KPMG (2013). The Sustainability Yearbook 2013. [www.kpmg.com](http://www.kpmg.com)
- b) Ernst & Young (2013). 2013 Six Growing Trends in Corporate Sustainability. [www.ey.com](http://www.ey.com)
- c) Manufacturing, Chapter 5. Green Economy & Trade. [www.unep.org](http://www.unep.org)
- d) Jennifer Blackhurst., Dave Cantor., and Mike O’Donnel (2012). Sustainable Supply Chains. [www.ciras.iastate.edu](http://www.ciras.iastate.edu)
- e) Jacquelyn Ottman (2011). The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding.

## **G. Global Trade & Investment**

1. Economic Forum (2014). Towards the Circular Economy: Accelerating the Scale-Up Across Global Supply Chains. Geneva: World Economic Forum. [www.weforum.org](http://www.weforum.org). p.10-19.
2. Villarreal, M., and Fergusson, I (2013). "NAFTA at 20: Overview and Trade Effects." CRS Report for Congress. Washington, D.C.: CRS. [www.fas.org](http://www.fas.org)
3. Fergusson, I., et al. (2013). "The Trans-Pacific Partnership Negotiations and Issues for Congress." CRS Report for Congress. Washington, D.C.: CRS. [www.fas.org](http://www.fas.org)

## **F– The Global Economy: Promises and Challenges**

1. Grant Thornton (2013). Grow Global: A Route to Success." London, U.K. [www.fasttrack.co.uk](http://www.fasttrack.co.uk).
2. PWC Economics (2013). World in 2050. The BRICs and Beyond: Prospects, Challenges and Opportunities. [www.pwc.co.uk](http://www.pwc.co.uk)
3. IMF (2014). World Economic Outlook, Chapter 2, p. 49-78. [www.imf.org](http://www.imf.org)
4. Reprisk (2014). Special Report on MINT Countries. [www.resprisk.com](http://www.resprisk.com)
5. Porter, M., and Rivkin, J. (2012). Prosperity at Risk: Findings of Harvard Business School's Survey on U.S. Competitiveness. Harvard: Harvard Business School. [www.dev.create.org](http://www.dev.create.org)

## **G – The Cultural Dimension of Global Business**

1. World at Work (2012). Country's Culture Affects Global Business Success. [www.worldatwork.org](http://www.worldatwork.org)
2. Aslam, M. (2006). "Are You Selling the Right Colour? A Cross-Cultural Review of Colour as a Marketing Cue." Journal of Marketing Communications, Vol.12, No.1, p.15-30.
3. Emery, C., and Tian, K. (2010). "China Compared with the U.S: Cultural Differences and the Impacts on Advertising Appeals." International Journal of China Marketing, Vol.1, No.1, p.45-59.
4. McDermott Will & Emery (2013). "The FCPA in BRIC Countries: 2011 Enforcement Trends in Emerging Markets." [www.mwe.com](http://www.mwe.com)

## **H – Global Marketing, Global Offshoring and Global Outsourcing**

1. Hystra (2013). Marketing Innovative Devices For the Base of the Pyramid. [www.hystra.com](http://www.hystra.com)
2. Morrison & Foerster LLP (2013). Global Sourcing Trends in 2013. [www.mfo.com](http://www.mfo.com)
3. Tholons (2013). 2013 Top 100 Outsourcing Destinations – Rankings and Report Overview. [www.tholons.com](http://www.tholons.com)
4. Accenture (2012). Global Off Shoring and Outsourcing Market Dynamics. [www.softec.sk](http://www.softec.sk)
5. KPMG (2014). Strategic Visions on The Sourcing Market. P.5-41. [www.kpmg.com](http://www.kpmg.com)

#### **IV - Grading Procedure**

Two take – home exams : 50% each of total grade

Due:

#### **V – Class Schedule**