



UNM ANDERSON SCHOOL
of MANAGEMENT

Fall 2015

International Management

Global Relations and Theories of Capital – MGMT 594.003 ST

CRN # 46761

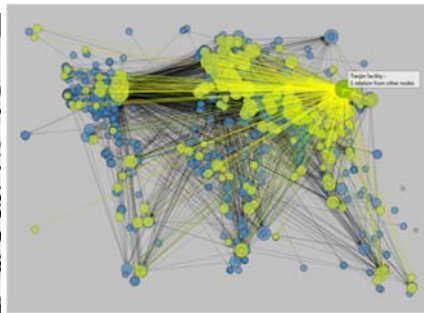
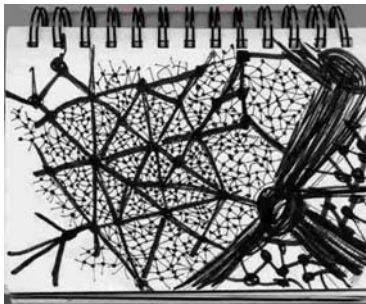
MJR Montoya, Ph.D.

Tuesdays 4-6:30

Location ASM 2141

Office Hours: Mondays and Wednesdays 1-2 and 3-5:30pm

Last Updated: July 29, 2015



Course Description

How many global issues can you name? Once you name them, can you apply business and management skills to respond to, address, and work within these issues? In this class, you will learn to describe several major global issues, you will learn how to think critically about how Capital shapes these problems, and then you will develop a well defined response to each of these problems.

Cap-i-tal /'ka-pə-tl, 'kap- tɪl

1

of a letter : of or [conforming](#) to the series A, B, C, etc. rather than a, b, c, etc.

2

a : punishable by death <a *capital* crime>

b : involving [execution](#) <*capital* punishment>

c : most serious <a *capital* error>

3

a : chief in importance or influence <*capital* ships> <the *capital* importance of criticism in the work of creation itself — T. S. Eliot>

b : being the seat of government

4

: of or relating to capital (see ³[CAPITAL](#)); *especially* : relating to or being assets that add to the long-term net worth of a corporation <*capital* improvements>

5

: [EXCELLENT](#) <a *capital* book>

None of these definitions fully capture what capital is. Capital is an often used term that seldom receives the critical attention it deserves. As future decision makers and business leaders, being able to think broadly about one of the most complex forces in human history equips one to approach international business and global economic issues with nuanced, creative thinking. This course will produce an interdisciplinary framework to understand the concept of a Global Political Economy using two perspectives. The first part of the course is theoretical, addressing how we understand the concept of Capital as a world-shaping force in the 21st century. We will draw from several fields, including Philosophy, History, and Critical Theory. The second part will then apply these theories to global management issues, emphasizing the practices from the related fields of international relations.

Following this class, you should be able to do the following things:

- Define globalization using a critical, multi-dimensional approach – specifically how capital shapes the world
- Employ methods from cultural theory to develop a deeper understanding of key terms related to political economy
- Generate creative discussions on major agendas that shape the world, its people, and its economy.
- Analyze institutions at a sophisticated level
- Analyze resource allocation at a sophisticated level
- Lead a discussion that connects a theory of capital to a management issue of global importance.



Assignments

5 page response papers

Each week we are going to tackle a major global issue (see the calendar for a list of each topic). After we discuss each topic, you will be required to write a 1 page response, **due the following week before class**. These 1 response papers will consist of 3 parts: a) a description of a specific problem that emerges from the larger global problem, b) a proposal for how business strategies can address that specific problem, and c) a set of three first steps (relationships) that should be established to address that problem. This allows us to connect the philosophical study of capital with practical, management-based solutions. A guide describing these assignments will be found in the course descriptions section of UNM Learn. Each assignment should be submitted electronically via email to mrmonto@unm.edu in Word format.

Percentage of Class Grade 5 points X 5 assignments (25 points)

Date: weekly before scheduled class time

1 oral presentation

I'm not going to ask you for the run-of-the mill PowerPoint presentation. Instead, I'd like this to be an opportunity for you to demonstrate competency in being able to ask a complex, thoughtful question that will help lead a thoughtful discussion during class. You will be assigned at the beginning of the semester one reading that you will have to lead the discussion. For that reading, you will be asked to summarize your reading, compose a well-framed question, something that is sophisticated and asks a deep question. A brief guide will be available on UNM Learn to help you construct this type of question. You will be asked to lead with a question in class one time for credit.

Percentage of Class Grade 5% (5 points) Date: Assigned to each student

Participation

Classes that involve critical thinking require that we are engaged with the material. You will be asked to read complex readings, but they will be manageable from week to week and we will take time to sort out the value of these readings in class. In order to truly learn this material, we have to build trust that we are all taking the material seriously. Each class will begin with a discussion of a global problem. This may or may not be directly related to the readings we will discuss that day. It is our job to build the connections between our readings and these problems. For this reason, you will be asked to have one example of the global problem we have created and share that example with us during our initial class discussion.

Percentage of Class grade: 10%
Date: Comments/Questions presented Each week

Major Project

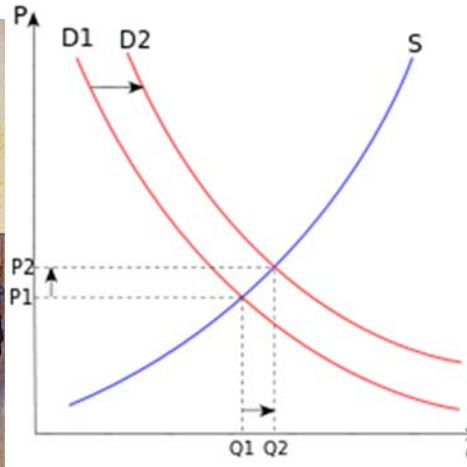
UNM has developed innovation academy, a program that will allow UNM to expand its capacity to connect interdisciplinary scholarship with social innovation and other forms of economic development. International Business Students Global, an honors student organization, is now a designee of Innovation Academy. This class gives you the unique opportunity to work on one of the following projects organized by IBSG. Each project has a set of deliverable outcomes. In order to get full credit, you must participate in one of these projects, submitting to your instructor via email a copy of your contributions to the project. More descriptions will be available on UNM Learn.

Percentage of Class grade: 60%
Date: Comments/Questions presented Each week, Copy of your contribution Due Nov 25th

Schedule

- Aug 19** Introduction – Course Goals -- Why Think Critically about Capital? What does that have to do with Global Relations?
Assignment: Read the syllabus
- Aug 26** **Global Problem: Weapons of Mass Destruction/Ethnic Nationalism**
Theory of Capital – Capital reinforces nationalism (wealth of nations)
Global Relation – The nation/global problem

- Sep 2** **Global Problem: Religious Conflict, Extremism, Regional Conflict**
 Theory of Capital – Capital encouraged secularism (the separation of church and state)
 Global Relation – Doing business inside/outside of religion
- Sep 9** **Global Problem: Parallel Economies**
 Theory of Capital – Capital accelerates political agendas
 Global Relation – Does the logic of international business imply a global governance?
- Sep 16** **Global Problem: Human Trafficking, Child Exploitation**
 Theory of Capital – Capital commodifies the human body
 Global Relation – Developing Human Rights frameworks
- Sep 23** **Global Problem: Ocean System Collapse**
 Theory of Capital – Capital prompted colonialism
 Global Relation – Post-colonial economics of the 21st century
- Sep 30** **Global Problem: The Loss of Ancestral Traditions/Historical Identity**
 Theory of Capital – Capital commodifies
 Global Relation – Mass production vs. handmade goods
- Oct 7** **Global Problem: Poverty/Hunger**
 Theory of Capital – Capital institutionalizes privilege
 Global Relation – The North Star/Global South problem
- Oct 14** **Global Problem: Pandemic**
 Theory of Capital – Capital “deterritorializes” the world map (“the plane of immanence”)
 Global Relation – Global deregulation and business
- Oct 21** **Global Problem: Pollution/Landfills**
 Theory of Capital – Capital produces excess
 Global Relations -- Building economic gain from waste
- Oct 28** **Global Problem: Global Economic Crisis**
 Theory of Capital – Capital encourages non-linear thinking
 Global Relation – Entrepreneurship and Innovation in the world economy
- Nov 4** **Global Problem: Extreme Weather**
 Theory of Capital – Capital is a form of storytelling (including exaggeration and contradiction)
 Global Relation – Value chains and leveraging value in a world economy
- Nov 11** **Global Problem: Energy Crisis**
 Theory of Capital – Capital is a force that assigns value
 Global Relation – Turning business into a social agenda – the role of “epistemic communities”
- Nov 18** **Global Problem: Water Degradation/Scarcity**
 Theory of Capital – Capital produces the desiring machine
 Global Relation – consumption patterns, overproduction, and “forgetting machines”
- Nov 25** **Global Problem: Overpopulation**
 Theory of Capital – Capital absorbs, creates, and destroys “structures of feeling”
 Global Relation – the idea of an integrated economy, BRIC, the Fragile Five, and beyond
- Dec 2** **Final Class**



Global Issues

Here is a list of global issues that we will discuss this semester. By knowing these issues, you can better establish yourself as one who thinks about the world. We will begin each class with a discussion on a global issue. The calendar has listed these issues in sequence. Below is a small description of these issues to help you start thinking about these issues.

Global conflict/regional conflict/terrorism

Regional conflict is rarely contained to a specific region. Non-state actors (i.e. terrorists groups) or regional alliances ensure that outside parties will intervene in smaller conflicts. Both world wars began as smaller, regional conflicts. Many of these conflicts are based on issues of class, race, and other forms of identity politics. As the world becomes smaller, it is also producing a series of fractures in how we differentiate ourselves from one another. These conflicts have the potential of moving from smaller scale conflicts to more global ones.

The Loss of Ancestral Traditions, historical identity

As the economic activity progresses, there are a lot of centuries-old traditions that are threatened. Are we moving so fast that valuable human knowledge is going extinct? What are the implications of losing old traditions? What are those traditions and why do they matter? If ancestral traditions are lost, part of our shared history may be unsalvageable, and the small details of family and community life that make life worthwhile in many places may be lost. Moreover, the lessons learned from ancient traditions add a larger historical question that moves at a slower pace, which may be something we do not yet fully appreciate or understand.

Human trafficking, illicit activity/a global parallel economy undermines the world economy

We used to refer to all activity that isn't sanctioned by governments as the "black market." Now, the technologies of the world are creating economic activity that outpaces our legal and our social vocabulary. A "parallel economy" that includes the black market has changed the assumptions we make about the world, and may have already changed it fundamentally. This activity ranges from activity that is changing our financial world to that activity that exploits the most vulnerable human lives – or both. Child soldiers, sex trade, and child labor are all a troubling part of our evolving global landscape.

Proliferation of Weapons of Mass Destruction

WMDs are an addition to the global arsenal that could make wars and terrorism even more deadly, whether through nuclear, biological, chemical or another threat. The Non-Proliferation Treaty was created to stem the spread of such weapons; however, some countries with nuclear capabilities are not signatories. Should an atomic weapon ever be used, the ensuing nuclear winter would be as devastating and difficult to survive as the bomb itself.

Pollution/Landfills

We were raised to reduce, reuse, recycle; but pollution remains a threat – and we're not just talking about litter. Chemicals enter the earth, air and water from garbage in landfills. Electronic waste is an intensifying issue, as discarded cell phones or computers leach lead, mercury or toxins. Meanwhile, excessive artificial light causes light pollution. And mismanaged disposal of radioactive waste by nuclear power plants or medical research facilities causes massive environmental problems, as well.

Pandemic

There already exist infectious diseases that spread through the global community; from cholera and H1N1 to HIV/AIDS – the 1918 flu pandemic alone killed 3-5% of the world's population. While these highly contagious illnesses proved devastating, they're nothing compared to a pandemic that could wipe out humanity altogether. We've invented ways to combat such ailments; but that same industriousness could also be our downfall: between drug-resistant bacteria and weaponized viruses, our safety isn't guaranteed.

Global Economic Collapse

A nation's economic problems affect more than just that country. The 20th century's worst decline, the Great Depression, began in the U.S. but spread worldwide. The Eurozone crisis, which began in 2009, is an example of how it can happen today. In fact, many experts suggest we're on course for another economic breakdown. If that's the case, we can expect anarchy and the failure of law and order.

Ocean System Collapse

Forces like overfishing, pollution, ocean acidification, a rise in sea temperature, and oil spills damage the world's oceans. But if the world's ocean systems were to collapse, more than the fishing and tourism industries would be devastated: coral reefs, marine life and several endangered species could face catastrophe in that scenario. Plus, since the oceans help balance the planet's oxygen and carbon dioxide, they're vital to the Earth's survival.

Poverty/Hunger

Despite organizations that wish to eradicate extreme poverty and hunger, these remain persistent problems facing humanity – especially in developing countries. Impeding access to healthy food, education, medicine, and more, poverty affects children most – and extreme hunger only perpetuates the cycle of poverty. With food costs increasing thanks to weather changes that make certain regions unfavorable for agriculture, malnutrition is another effect of these difficulties.

Energy Crisis

Since the Industrial Revolution, humans have consumed fossil fuel rapidly, and some experts suggest "peak oil" is right around the corner. The world has already lived through several energy crises, but what's coming could be worse – the social and economic implications are far-reaching, and worldwide blackouts are not implausible. Renewable energy is a viable solution; but it must be clean to stem emissions that cause pollution and weather changes.

Water Degradation/Scarcity

Due to overpopulation, pollution, climate change and other obstacles, many people live in areas plagued with water scarcity, with droughts gradually becoming a common problem around the world. Potable water is vital to the survival of life on Earth, because without it we must consume unsafe sources, which spreads diseases like cholera and dysentery. Conservation of fresh water is just one step to solving this issue, though that's easier said than done.

Extreme Weather

Whether or not you believe it's a man-made problem caused by excessive emissions and greenhouse gasses; whether you call it global warming or climate change; it's hard to deny the existence of the extreme and unpredictable weather patterns plaguing our planet. The repercussions of these changes are more far-reaching than a simple polar vortex: rising temperatures, droughts, diminishing air quality, human displacement and dwindling natural resources are just the tip of the melting iceberg.

Overpopulation

Many of the devastating dangers our planet faces can be traced to this one problem. In 1950, the world's population was approximately 2.5-billion; today it's over 7-billion. With the number of births and our lifespans increasing, some doubt the Earth can sustain as many people as we're producing – and issues like pollution, diminishing resources, species extinction and climate change might be the result, not to mention homelessness, pandemics and deforestation.

Readings

I will put together readings that will be posted on UNM Learn each week. Here are the sources we'll be using (selected chapters). I believe in quality over quantity, so we'll only tackle essential components of these texts. They are listed here for your convenience and for future reference.

Walter Benjamin, *The Work of Art in the Age of Mechanical Reproduction*
Gilles Deleuze and Felix Guattari: *Capitalism and Schizophrenia vol. 1 The Anti-Oedipus*
Gilles Deleuze and Felix Guattari: *Capitalism and Schizophrenia vol. 2 The Thousand Plateaus*
Karl Marx, *Kapital vol. 1-3*
Adam Smith, *The Wealth of Nations*
Vladimir Lenin: *Capitalism: The Last Stage of Imperialism*
Frank Lechner and John Boli: *World Culture*
Leslie Sklair: *The Transnational Capitalist Class*
Aihwa Ong: *Flexible Citizenship*
Ben Stiehl: *The Battle of Bretton Woods*
Peter Hall and David Soskice: *Varieties of Capitalism: The Institutional Foundations of Comparative Advantage*
Jan Scholte: *Defining Globalization*
Vivek Chibber: *Postcolonial Theory and the Specter of Capital*
Nan Lin: *Social Capital: A Theory of Social Structure and Action*
Joseph Schumpeter: *The Theory of Economic Development: An Inquiry into Profits, Capital, Credit, Interest, and the Business Cycle*.
Joop Hartog: *Human Capital: Advances in Theory and Evidence*
Michael Hardt and Antoni Negri: *Empire*
David Nugent (ed.): *Locating Capitalism in Time and Space*
Milton Friedman: *Capitalism and Friedman*
Georg Simmel: *The Philosophy of Money*
Viviana Zelizer: *The Social Meaning of Money*
Emile Durkheim: *The Division of Labor in Society*
Wallerstein, Immanuel: *The Rise and Future Demise of the World-Capitalist System: Concepts for Comparative Analysis; The Modern World System Vol 1-3*.
Robertson, Roland: *Globalization: Social Theory and Global Culture*

Some Important Details

Class Cancellation:

If class is cancelled due to inclement weather and/or university closure, the schedule will resume with assignments allocated to the next day of class. If school is cancelled on the date of the final exam, the final exam will be cancelled and students must accept the grade they were assigned, unless previous arrangements make it necessary to schedule an additional exam.

Honor Code and Academic Integrity:

We are an institution that values original thinking and hard work. This course is subject to the Student Code of Conduct (pathfinder.unm.edu) and your presence at UNM binds you to that code. Any violation will be taken seriously and measures to sanction any violation will be taken immediately and without compromise. At ASM, we are deeply committed to making sure that our integrity and honor is well understood and followed, both in the spirit and execution of our code. You are required as a participation in this module to read our honor code, located at <http://www.mgt.unm.edu/honesty/>.

ACADEMIC INTEGRITY

*...knowledge without integrity
is dangerous and dreadful
-- Samuel Johnson*

Anderson School of Management faculty, staff and students commit to values of trust, honesty, integrity, and accountability. We will not tolerate academic dishonesty. By enrolling in any course at Anderson, the student accepts the Anderson Academic Honesty Code and affirms the following pledge:

I will not lie, cheat, fabricate, plagiarize or use any other dishonest means to gain unfair academic advantage.

Any violation of the code of conduct will be taken very seriously and appropriate sanctions will be applied.

FOR FULL TEXT OF ANDERSON'S ACADEMIC HONESTY CODE, please visit

<http://www.mgt.unm.edu/honesty>

ADA Statement

Reasonable accommodation will be given to any individual with a legitimate disability. Please contact the instructor privately for arrangements. If you are a qualified person with disabilities who might need appropriate academic adjustments, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs in a timely manner. Frequently, we will need to coordinate accommodating activities with other offices on campus. Course materials can be made available in alternative formats.



dignity+respect
= Inclusion

Accessibility:

If you are a qualified person with special needs through ARC (<http://as2.unm.edu/>), please notify me as soon as possible so that we can accommodate any request you may have. We will work with our partners throughout UNM to make sure that our course is available to all students regardless of special needs. Course materials may be made available in alternative formats if necessary. Please refer to pathfinder.unm.edu for additional information.

