

MGMT 511

SUMMER 2016

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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 Citizenship Education, 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. .

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. Credit Suisse (2015). “Is Globalization Coming to an End? New Research Signals a possible Shift Away from Globalization to a Multi-Polar World.” www.credit-suisse.com
2. Deloitte University Press (2014). Navigating the Next Wave of Globalization. Pages: Preface-page 47. <http://d2mtr37y39tpbu.cloudfront.net>
3. Ernest & Young (2013). Looking Beyond the Obvious: Globalization and New Opportunities for Growth. www.ey.com
4. 2015 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. www3.weforum.org.
2. World Economic Forum (2015). Geo-Economic – Seven Challenges to Globalization. www3.weforum.org
3. Clapper, J. (2014). Worldwide Threat Assessment of the US Intelligence Community. Washington, D.C: Senate Select Committee on Intelligence. www.dni.gov
4. U.S. Department of State (2014). 2014 CAR – United States Climate Action Report. www.state.gov. Please read pages 4-28.
5. 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. (2015). The Global Competitiveness Report 2015-2016, Part 1. Geneva: World Economic Forum, p.1-46. www.weforum.org
2. Dutta, Soumitra., and Lanvin, Bruno (2014). The Global Innovation Index 2015. Geneva: WIPO, . www.globalinnovationindex.org
3. Battelle (2015). 2015 Global R&D Funding Forecast. 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
5. UNESCO (2013). Creative Economy Report 2013: Widening Local; Development Pathways. P.9-39. www.unesco.org

D. Business & Sustainability

- a) White House (2015). President Obama’s Climate Action Plan. www.whitehouse.gov.
- b) UNSDSN (2015). Key Elements for Success on Climate Change Mitigation at COP21 in Paris. www.unsdsn.org
- c) Economic Forum (2014). Towards the Circular Economy: Accelerating the Scale-Up Across Global Supply Chains. Geneva: World Economic Forum. www.weforum.org. p.10-19.
- d) Lowitt, Eric (2014). “How to Survive Climate Change and Still Run a Thriving Business.” Harvard Business Review, April, p.87-92.
- e) Ernst & Young (2013). 2013 Six Growing Trends in Corporate Sustainability. www.ey.com
- f) Jennifer Blackhurst., Dave Cantor., and Mike O’Donnel (2012). Sustainable Supply Chains. www.ciras.iastate.edu

E. Global Trade & Investment

1. Villarreal, M., and Fergusson,I (2015). “The North American Free Trade Agreement (NAFTA)” CRS Report for Congress. Washington, D.C.: CRS. www.fas.org
2. Ian Fergusson, MCMinimy, Mark., and Williams, Brock (2015). “The Trans-Pacific Partnership Negotiations and Issues for Congress.” Congressional Research Service. www.crs.gov

F– The Global Economy: Promises and Challenges

1. World Bank (2015) The Global Economy in Transition. www.worldbank.org
2. Aleksashenko, S. (2015). BRICS: Dead or Alive?” www.globalinterest.org
3. Grant Thornton (2013). Grow Global: A Route to Success.” London, U.K. www.fasttrack.co.uk.
4. PWC Economics (2013). World in 2050. The BRICs and Beyond: Prospects, Challenges and Opportunities. www.pwc.co.uk
5. IMF (2014). World Economic Outlook, Chapter 2, p. 49-78. www.imf.org
6. Reprisk (2014). Special Report on MINT Countries. www.resprisk.com
7. 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

G – The Cultural Dimension of Global Business

1. United Nations (2015). “Education and Culture.” <http://sustainabledevelopment.un.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. UN (2015). The Millennium Development Goals – Report 2015 Summary. www.un.org

H – Global Outsourcing & Global Marketing

1. MorganMCKinley (2015). Global Trend Report Marketing. <http://morganmckinley.com>
2. (EY) Megatrends 2015: Making Sense of a World in Motion. www.ey.com
3. KPMG (2015). Strategic Visions on the Sourcing Market 2015. www.kpmg-institutes.com
4. Deloitte (2014). Global Outsourcing and Insourcing Survey. www2.deloitte.com
5. Hystra (2013). Marketing Innovative Devices For the Base of the Pyramid. www.hystra.com
6. KPMG (2014). Strategic Visions on The Sourcing Market. P.5-41. www.kpmg.com

IV - Grading Procedure

Two Exams : 50% each of total grade
Due:

V – Class Schedule