



Madrid
SAINT LOUIS UNIVERSITY
THE AMERICAN JESUIT UNIVERSITY IN SPAIN

Faculty of Business Administration and Economics

FALL SEMESTER 2014

IB-320 GEOPOLITICS OF MULTINATIONAL FIRMS-EUROPEAN PERSPECTIVE

Prerequisite: IB-200 and MGT-300

Professor: Dr. Laura Muro

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Classes: Monday, Wednesday, Friday 12:00-12:50

Office hours: Monday, Wednesday 10:00-11:00 and by appointment.

Prerequisite: IB-200 and MGT-300

Credits: 3

Curriculum: Business core requirement

COURSE OBJECTIVES

In spite of rapid globalization, nonmarket institutional bodies such as governments, citizen advocacy groups and non-governmental organizations have become important mediating influences between the market, regulatory agencies, and corporate boardrooms.

This course will provide an overview of the relationship between the politics of the market and the effective business management of firms operating in the international arena.

As the world shifts from a system of independent and sovereign nations to an era of transnational inter-dependency, the structure of business and government relations is constantly being redefined. It is clear that firms can no longer rely on operating in a single country when national governments are finding it increasingly difficult to exercise complete sovereignty over the economic affairs taking place within their respective territories.

This course will help students to identify and understand the key factors required for sustainable and profitable business strategies in countries with a history of or strong potential for ongoing political intervention.

LEARNING OBJECTIVES

At the end of this course, students should be able to:

- Discuss about the field of geopolitics in order to analyze the political framework with references to the business world;
- Understand the geopolitics of natural resources.
- Understand the role of international organizations such as UN, WTO, IMF.
- Bring together the disciplines of economics, political science, law, ethics and corporate strategy to effectively address management issues.
- Recognize key issues in the business environment as well as their ongoing development.
- Understand the economics and politics of international trade.
- Consider the political economy of countries and the ethical analysis of decision-making.

EVAUATION

I strongly encourage class participation. Students that participate in class discussions 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.

GRADE COMPONENTS:

Mid Term Test (20%)
Final exam (30%)
Quizzes and
Special assignments (15%)
Individual case study (15%)
Group Case Study (15%)
Class Participation and Attendance (5%)

GRADE SCALE:

A 94%-100%
A- 90%-93%

B+ 87%-89%
B 84%-86%

B- 80%-83%
C+ 77%-79%
C 74%-76%
C- 70%-73%
D 60%-69%
F 0% - 59%

Tests (20%+30%) There will be a total of one mid-term test and a final exam. Each test will cover a specified part of the course content. None of the tests will be cumulative. Most of the material on the tests will be taken from the text. However, anything that we discuss in class is potential test material, (such as the cases and/or current articles) thus attendance is clearly in your best interest.

Group Case Presentation (15%) You will be assigned to a group comprising 4-6 members. Each group will take on the role of top management in explaining and designing nonmarket strategies in a given situation. This project will be graded individually based on creativity, application of content taught in this course.

Quizzes and special assignments (15%): Students will be required to do quizzes, case studies for class discussion and other activities during the term, which are marked according to the grading scale above.

Individual case study (15%): A series of analyses has been designed to help instructor regularly determine what students are actually learning and how well they can apply that information.

This on-going activity is designed to have students apply the facts and concepts they encounter in the text on a chapter by chapter basis.

Late papers will not be accepted without a valid excuse. If you are going to miss class that day, you will have to hand me a copy of your analysis, or put it in my mailbox at the book shop, in advance. No e-mailed or handwritten papers will be accepted. Such a series of home works has been designed to help us regularly determine what you are actually learning and how well you can apply that information

COURSE MATERIAL

Main Textbooks: ***Business and Its Environment- International edition***
David P. Baron, 6th Edition, Pearson

Background Readings: www.wsj.com , www.Expansion.com , www.ft.com, daily and The Economist, weekly.

DATE	TOPIC
Wed, 3 Sept 14	Course Overview/Introduction. What is Geopolitics?
Fri, 5 Sept 14	The Market and Nonmarket Environments
Mon, 8 Sept 14	The Market and Nonmarket Environments
Wed, 10 Sept 14	Integrated Strategy
Fri, 12 Sept 14	Integrated Strategy
Mon, 15 Sept 14	The News Media and Nonmarket issues

Wed, 17 Sept 14	The News Media and Nonmarket issues
Fri, 19 Sept 14	Private Politics
Mon, 22 Sept 14	Private Politics
Wed, 24 Sept 14	Crisis Management Nonmarket Analysis for Business
Fri, 26 Sept 14	HOLIDAY
Mon, 29 Sept 14	Crisis Management Nonmarket strategies for Government Arenas
Wed, 1 Oct 14	Crisis Management Nonmarket strategies for Government Arenas
Fri, 3 Oct 14	First Mid-Term
Mon, 6 Oct 14	
Wed, 8 Oct 14	Implementing Nonmarket Strategies in Government Arenas
Fri, 10 Oct 14	Implementing Nonmarket Strategies in Government Arenas
Mon, 13 Oct 14	Information Industries and Nonmarket issues
Wed, 15 Oct 14	Information Industries and Nonmarket issues
Fri, 17 Oct 14	Supranational Organizations: What organizations exist beyond national governments that affect geopolitics?
Mon, 20 Oct 14	Supranational Organizations: What organizations exist beyond national governments that affect geopolitics?
Wed, 22 Oct 14	Supranational Organizations: What organizations exist beyond national governments that affect geopolitics?
Fri, 24 Oct 14	Supranational Organizations: What organizations exist beyond national governments that affect geopolitics?
Mon, 27 Oct 14	The European Union
Wed, 29 Oct 14	The European Union
Fri, 31 Oct 14	CHINA The Political Economy

Mon, 3 Nov 14	CHINA The Political Economy
Wed, 5 Nov 14	Emerging Markets
Fri, 7 Nov 14	Emerging Markets
Mon, 10 Nov 14	Holiday
Wed, 12 Nov 14	Law and Markets
Fri, 14 Nov 14	Law and Markets
Mon, 17 Nov 14	Law and Markets
Wed, 19 Nov 14	The Political Economy of International Trade Policy
Fri, 21 Nov 14	The Political Economy of International Trade Policy
Mon, 24 Nov 14	Corporate Social Responsibility
Wed, 26 Nov 14	Corporate Social Responsibility
Fri, 28 Nov 13	Corporate Social Responsibility
Mon, 1 Dec 14	GROUP PRESENTATIONS
Wed, 3 Dec 14	GROUP PRESENTATIONS
Fri, 5 Dec 14	GROUP PRESENTATIONS
Mon, 8 Dec 14	Holiday
Wed, 10 Dec 14	Ethics Issues and Implementation in International Business
Fri, 12 Dec 14	Ethics Issues and Implementation in International Business
Mon, 15 Dec 14	FINAL EXAM (12:00-15:00)

Classroom Philosophy:

- You are required to attend each class session prepared to participate and think critically during lecture and discussion sessions. As responsible adults, I trust you will be able to sustain a mutually respectful classroom atmosphere by treating all classmates as equals. All required assignments are to be submitted on time.

- Projects that are handed in late will be marked down. With regard to matters pertaining to academic honesty and plagiarism, you may wish to be reminded that cheating is a deplorable behaviour that can lead to an “F” grade and possible expulsion from the University.

- There will be NO makeup exams. If you have a valid excuse for missing either of the first two exams, your final grade will be based on your performance on the other two examinations. In order to be excused from an exam, the student must contact me before the exam. In most cases I will require students to provide me with additional documentation to justify why the student is unable to take the exam. Please note that a simple note indicating that you were seen at the health center the day of the exam does not, in and of itself provide sufficient documentation. Excuses will be granted if the student is unable to take the exam because of serious illness or injury, or a significant personal or professional commitment.

- Tardiness is at best a rude disruption to your fellow classmates who are punctual, and except for legitimate reasons (doctor’s letter certifying illness for example), you are expected to attend all class sessions.

Special Requirements Statement

In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

1. Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
2. University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to http://spain.slu.edu/academics/learning_resources.html.
3. Students who believe that, due to a disability, they could benefit from academic accommodations are encouraged to contact Disability Services at +34 915 54 58 58, ext. 204, send an e-mail to counselingcenter-madrid@slu.edu, or to visit the Counseling Office (San Ignacio Hall). Confidentiality will be observed in all inquiries. Course instructors support student accommodation requests when an approved letter from Disability Services has been received and when students discuss these accommodations with the instructor after receipt of the approved letter.

Academic Honesty Policy Statement

The University is a community of learning, whose effectiveness requires an environment of mutual trust and integrity, such as would be expected at a Jesuit, Catholic institution. As members of this community, students, faculty, and staff members share the responsibility to maintain this environment. Academic dishonesty violates it. Although not all forms of academic dishonesty can be listed here, it can be said in general that soliciting, receiving, or providing any unauthorized assistance in the completion of any work submitted toward academic credit is dishonest. It not only violates the mutual trust necessary between faculty and students but also undermines the validity of the University's evaluation of students and takes unfair advantage of fellow students. Further, it is the responsibility of any student who observes such dishonest conduct to call it to the attention of a faculty member or administrator.

Examples of academic dishonesty would be copying from another student, copying from a book or class notes during a closed-book exam, submitting materials authored by or editorially revised by another person but presented as the student's own work, copying a passage or text directly from a published source without appropriately citing or recognizing that source, taking a test or doing an assignment or other academic work for another student, tampering with another student's work, securing or supplying in advance a copy of an examination without the knowledge or consent of the instructor, and colluding with another student or students to engage in an act of academic dishonesty.

Where there is clear indication of such dishonesty, a faculty member or administrator has the responsibility to apply appropriate sanctions. Investigations of violations will be conducted in accord with standards and procedures of the school or college through which the course or research is offered. Recommendations of sanctions to be imposed will be made to the dean of the school or college in which the student is enrolled. Possible sanctions for a violation of academic integrity include, but are not limited to, disciplinary probation, suspension, and dismissal from the University. The complete SLU Academic Honesty Policy can be found at the following link: http://spain.slu.edu/academics/academic_advising/docs/Academic_integrity.pdf

Last day to drop this class and not receive a grade of "W": 15 Sept 2014.

Last day to drop this class and receive a grade of "W": 30 Oct 2014.