



Faculty of Business Administration and Economics

**FALL SEMESTER 2017**

**IB-3200 GEOPOLITICS OF MULTINATIONAL FIRMS-EUROPEAN PERSPECTIVE**

**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-2000

**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 research about a geopolitical issue of their choice. 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. 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](http://www.wsj.com) , [www.Expansion.com](http://www.Expansion.com) , [www.ft.com](http://www.ft.com), daily and [The Economist](http://The Economist), weekly.

<b>DATE</b>	<b>TOPIC</b>
<b>Mon, 4 Sept 17</b>	Course Overview/Introduction. What is Geopolitics?
<b>Wed, 6 Sept 17</b>	Relationship between Geopolitics and International Business
<b>Fri, 8 Sept 17</b>	Relationship between Geopolitics and International Business
<b>Mon, 11 Sept 17</b>	The Market and Nonmarket Environment
<b>Wed, 13 Sept 17</b>	The Market and Nonmarket Environments
<b>Fri, 15 Sept 17</b>	Integrated Strategy
<b>Mon, 18 Sept 17</b>	Integrated Strategy
<b>Wed, 20 Sept 17</b>	The News Media and Nonmarket issues
<b>Fri, 22 Sept 17</b>	The News Media and Nonmarket issues

<b>Mon, 25 Sept 17</b>	Political Risk
<b>Wed, 27 Sept 17</b>	Political Risk
<b>Fri, 29 Sept 17</b>	Political Risk
<b>Mon, 2 Oct 17</b>	Private Politics
<b>Wed, 4 Oct 17</b>	Private Politics
<b>Fri, 6 Oct 17</b>	Crisis Management
<b>Mon, 9 Oct 17</b>	Crisis Management
<b>Wed, 11 Oct 17</b>	Crisis Management
<b>Fri, 13 Oct 17</b>	<b>HOLIDAY</b>
<b>Mon, 16 Oct 17</b>	Supranational Organizations: What organizations exist beyond national governments that affect geopolitics?
<b>Wed, 18 Oct 17</b>	Supranational Organizations: What organizations exist beyond national governments that affect geopolitics?
<b>Fri, 20 Oct 17</b>	Supranational Organizations: What organizations exist beyond national governments that affect geopolitics?
<b>Mon, 23 Oct 17</b>	The European Union
<b>Wed, 25 Oct 17</b>	The European Union
<b>Fri, 27 Oct 17</b>	The European Union
<b>Mon, 30 Oct 17</b>	CHINA The Political Economy
<b>Wed, 1 Nov 17</b>	<b>HOLIDAY</b>
<b>Fri, 3 Nov 17</b>	CHINA The Political Economy
<b>Mon, 6 Nov 17</b>	CHINA The Political Economy
<b>Wed, 8 Nov 17</b>	Emerging Markets
<b>Fri, 10 Nov 17</b>	Emerging Markets

<b>Mon, 13 Nov 17</b>	Emerging Markets
<b>Wed, 15 Nov 17</b>	Law and Markets
<b>Fri, 17 Nov 17</b>	Law and Markets
<b>Mon, 20 Nov 17</b>	Law and Markets
<b>Wed, 22 Nov 17</b>	The Political Economy of International Trade Policy
<b>Fri, 24 Nov 17</b>	The Political Economy of International Trade Policy
<b>Mon, 27 Nov 17</b>	The Political Economy of International Trade Policy
<b>Wed, 29 Nov 17</b>	Corporate Social Responsibility
<b>Fri, 1 Dec 17</b>	GROUP PRESENTATIONS
<b>Mon, 4 Dec 17</b>	GROUP PRESENTATIONS
<b>Wed, 6 Dec 17</b>	<b>HOLIDAY</b>
<b>Fri, 8 Dec 17</b>	<b>HOLIDAY</b>
<b>Mon, 11 Dec 17</b>	Ethics Issues and Implementation in International Business
<b>Wed, 13 Dec 17</b>	Ethics Issues and Implementation in International Business
<b>Tue, 19 Dec 17</b>	<b>FINAL EXAM (12:00-15:00)</b>

### **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.
  
- 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.

### **Attendance Policy**

Students who miss more than five classes after the first week of class will be administratively dropped from the class if before Oct 28, 2016, or automatically given an “F” for the course. In addition, students who are late for class will be assigned a 1/2 absence, therefore two times late for class will count as 1 absence.

### **Academic Integrity Statement**

*Academic integrity is honest, truthful and responsible conduct in all academic endeavors.* The mission of Saint Louis University is "the pursuit of truth for the greater glory of God and for the service of humanity." Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care and community service via which SLU embodies its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The governing University-level Academic Integrity Policy can be accessed on the Provost's Office website at: [http://www.slu.edu/Documents/provost/academic\\_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%206-26-15.pdf](http://www.slu.edu/Documents/provost/academic_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%206-26-15.pdf).

As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

### **Student Outcome Assessment**

In order to maintain quality academic offerings and to conform to accreditation requirements, SLU-Madrid regularly assesses its teaching, services and programs for evidence of student learning. For this purpose, SLU-Madrid keeps representative examples of student work from all courses and programs on file, including assignments, papers, exams, portfolios and results from student surveys, focus groups and reflective exercises. Copies of your work for this course may be kept on file for institutional research, assessment and accreditation purposes. If you prefer SLU-Madrid not to retain your work for this purpose, you must communicate this decision in writing to your professor.

### **Title IX Statement:**

Saint Louis University and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify SLU's Title IX deputy

coordinator, Marta Maruri, whose office is located on the ground floor of Padre Rubio Hall, Avenida del Valle, 28 ([mmaruri@slu.edu](mailto:mmaruri@slu.edu); 915-54-5858, ext. 213) and share the basic fact of your experience with her. The Title IX deputy coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

If you wish to speak with a confidential source, you may contact the counselors at the SLU-Madrid's Counseling Services on the third floor of San Ignacio Hall ([counselingcenter-madrid@slu.edu](mailto:counselingcenter-madrid@slu.edu); 915-54-5858, ext. 230) or Sinews Multipletherapy Institute, the off-campus provider of counseling services for SLU-Madrid ([www.sinews.es](http://www.sinews.es); 917-00-1979). To view SLU-Madrid's sexual misconduct policy and for resources, please visit the following web address: <http://www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf>.

### **Academic Accommodations and Learning Resources:**

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:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
- 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://www.slu.edu/madrid/learning-resources>.

Students with a documented disability who wish to request academic accommodations **must** contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also **must** notify the course instructor that they wish to access accommodations in the course. Please contact Disability Services at [disabilityservices-madrid@slu.edu](mailto:disabilityservices-madrid@slu.edu) or +915 54 58 58, ext. 230 for an appointment. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. For more information about academic accommodations, see "Student Resources" on the SLU-Madrid webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

### **Late Policy for Mid-terms and Final exams:**

Midterm and final examinations must be written on their respective dates. No alternative examinations will be scheduled except in the case of excused medical absences. Cases of excused medical absences must be petitioned for through the Chair of the department. Make-up midterms are subject to approval by the professor, the Chair and the Department of Business and Economics. All changes to the final examination must be approved by the Academic Dean.

### **Important dates**

Last day to drop this class and not receive a grade of “W”: 17 Sept 2017.

Last day to drop this class and receive a grade of “W”: 30 Oct 2017.