Institute of International Management
RA_____Business and Socioeconomic Trends (企業及社會經濟趨勢) (英語授課)

Fall 2011 (100 學年度第 1 學期)

The Institute of International Management is dedicated to providing a quality teaching and research environment to provide students with a broad, integrated knowledge of management in preparation for successful careers in business, government or academia.

General Program Learning Goals (goals covered by this course are indicated):

| V | 1 | Students should be able to communicate effectively verbally and in writing. |
| V | 2 | Students should solve strategic problems with a creative and innovative approach. |
|   | 3 | Students should demonstrate leadership skills and ethics demanded of a person in authority. |
| V | 4 | Students should possess a global economic and management perspective. |
| V | 5 | Students should possess the necessary skills and values demanded of a true professional. |

Instructor: Dr. Alan J. Webb

Office Hours: Friday 10:30am ~12:00noon or by appointment

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Tel: 06-2757575 ext. 53011

Class Meeting Schedule: Every Thursday from 3:00pm to 6:00pm

Prerequisite: None but a basic Economics course is desired

Course Description: Business Strategy and Socioeconomic Trends

Business strategy must be based, in part, on a thorough understanding of the socioeconomic environment confronting a company. This course will examine the trends, theory and implications of a series of topics that are expected to have a major influence on current and future business decision-making. The course is divided into a series of 2-week segments, each addressing a key global trend or issue facing international business.

Course Objectives:

Students taking this course will learn to analyze and evaluate the implications of major global trends and use that knowledge to formulate effective business strategies that anticipate changes in the global market.
Course Offering Proposal, Dr. Alan J. Webb

Course summary:

- **Class 1 & 2: Population growth**
  This is a review of global population growth trends, where and why they are occurring and the implications for the environment and the capability of the world to feed, clothe and house future generations. Future business will have to address growing number of people, many of whom will be in the poorest parts of the world.

- **Class 3 & 4: Population demographics**
  The changing structure of the world’s population will have long term implications for future business and government policies. Aging populations in developed countries will put an ever greater pressure on retirement and health care systems as well as the fiscal resources of governments. Religious, ethnic and cultural diversities in many parts of the world are creating new opportunities. Growing gender equality in many parts of the world is resulting in a stronger role for women in the workplace and the market.

- **Class 4 & 5: Global income growth and distribution**
  The last 60 years has brought a rapid increase in global income, but more significantly, a broad redistribution of income and wealth. Thomas Friedman’s “flattening of the world” is a recognition that opportunities for individuals to achieve economic prosperity are no longer concentrated in a few developed countries. This segment will examine the forces behind income growth and the incentives and trends driving the redistribution of income.

- **Class 6: Migration issues and trends**
  With the increasing ease of communication and movement across borders, large numbers of people are migrating and/or relocating to find better economic opportunities. This segment will examine theories on migration. As people move, cultures move and generate new market opportunities. At the same time these migrant populations are a catalyst for change in their countries of origin. Remittances of foreign earnings are becoming a significant source of economic growth in many countries.

- **Class 7 & 8: Structural changes in the global economy**
  With economic development, we witness a shift in economic activities away from agriculture, a slowing of the pace manufacturing growth and a increase in the value contributed by the services sector. This is associated with increasing specialization as businesses seek out locations that have the resources best-suited for a particular process. Expansion of trade and commerce are a natural consequence of this process.

- **Class 9: MIDTERM EXAM**

- **Class 10 & 11: Global environmental concerns and limitations.**
  Environmental constraints to economic growth are becoming ever-more apparent. This segment will briefly examine the economic theory related to externalities and review proposed solutions and the implications for business and economic growth.

- **Class 12 & 13: Mechanisms of Government Macroeconomic Policies**
  The policy environment is a major influence on business activities. This segment will cover how government fiscal policies (taxation and expenditures) in individual countries are enacted and the impact of these policies on business incentives and opportunities.

- **Class 14 & 15: Financial regulation, bubbles and remedies**
  The global financial upheaval of the last 3 years has caused many to question the underpinnings of the global financial system. This segment gives a basic overview of the workings of the global financial system and then briefly examines the theory explaining bubbles, why they happen and how to identify them. It will also consider alternative business strategies to hedge against the threat of a popping bubble.
Course Offering Proposal, Dr. Alan J. Webb

- **Class 16:** The role of international institutions
  This segment will focus on the role and function of international institutions and their impact on business strategies.
- **Class 17:** FINAL PRESENTATIONS
- **Class 18:** FINAL EXAM

**Instruction Materials:**
Readings and assignments will be taken from various sources. Possible textbooks include:

**Podcasts:**
Planet Money Podcast (two 20-minute podcasts/week)

**Possible Texts:**
*Global Shift, Sixth Edition: Mapping the Changing Contours of the World Economy (Global Shift: Mapping the Changing Contours)*
by Peter Dicken

by Frederick P. Stutz

**Supplemental Texts:**
*Introduction to International Political Economy (5th Edition)*
by Michael Veseth
Grading Policy:
Midterm and Final Exams 40%
Participation 20%
Group Projects including Final Report & Oral Presentation 40%

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<th>Evaluation Components</th>
<th>Midterm /Final Exams</th>
<th>Oral Presentation</th>
<th>Final Report</th>
<th>Participation</th>
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<td>✓ Written Communication</td>
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<td>✓ Creativity and Innovation</td>
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<td>✓ Problem Solving</td>
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<td>✓ Analytical Skills</td>
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COMMU

CPSI

LEAD

☐ Leadership & Ethic
☐ Social responsibility

GLOB

☐ Global Awareness | 10% | 15% |
☐ Values, Skills & Profession |

VSP

☐ Information Technology |

☐ Management Skills | 10% | 10% |

Teaching Methods: Traditional teaching, group discussion, lecture notes, case studies.