Institute of International Management

RA54700 Business and Socioeconomic Trends (企業及社會經濟趨勢) (英語授課)

Fall 2012 (101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):

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<tr>
<th>V1</th>
<th>Students should be able to communicate effectively verbally and in writing.</th>
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<td>V2</td>
<td>Students should solve strategic problems with a creative and innovative approach.</td>
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<td>V3</td>
<td>Students should demonstrate leadership skills and ethics demanded of a person in authority.</td>
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<td>V4</td>
<td>Students should possess a global economic and management perspective.</td>
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<td>V5</td>
<td>Students should possess the necessary skills and values demanded of a true professional.</td>
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Instructor: Dr. Alan J. Webb

Office Hours: By appointment

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Tel: 06-2757575 ext. 53011

Class Meeting Schedule: Every second Sunday from 9am to 4pm (1 hr for lunch)

Schedule is below

TA: Muay Chuleeporn Chotithamwattana {winniethemuay@gmail.com}

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 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 conditions.
Course Structure:
The course will be a combination of lectures and student presentations and discussions with a midterm exam and a final term project. There is no textbook for the course so materials will be provided to students prior to each class. Each 6-hour class will include at least 2 student presentations of 20- to 30-minutes to supplement lecture material. Guidelines for the final term project will be discussed after the first class.

Grading:
In-Class presentation ................................................................. 20%
Midterm exam ........................................................................... 20%
Term project ............................................................................. 40%
Participation ............................................................................. 20%

Schedule {Subject to revision based on progress and student interest and current events}

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<th>#</th>
<th>Date</th>
<th>Description</th>
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<td>1</td>
<td>Sept 30</td>
<td>Class 1: Population growth, demographics and globalization</td>
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This segment includes 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. 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. Growing gender equality in many parts of the world is resulting in a stronger role for women in the workplace and the market. Superimposed on these trends are the effects of “globalization” which promise new challenges and solutions.

Materials:
- “Globalization and Economic Growth”, Nicholas Craft
2 Oct 14  Class 2: 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. This segment will examine the forces behind income growth and the incentives and trends driving the redistribution of income.
Materials:
- Shifting Patterns of Economic Growth, Lin & Rosenblatt JEPR
- Asia 2050. Executive Summary, Asian Development Bank

3 Oct 28  Class 3: Urbanization & 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 includes both rural-urban migration as well as movements across borders. This segment will examine theories on migration and implications for business development. It will also look at the effects of the concentration.
Materials:
- Economist interview with 3M CEO
- Geoffery West on the math of cities
- Alderson study on global urban centers
- Martin report on Asian immigration practices

4 Nov 11  Class 4: Global Business Location & Technological Trends
Global economic growth coupled with technologies that enable greater ease of moving resources around the world is changing the dynamics of firm location. This class will look at some of the traditional literature on firm location and then examine new theories on where companies choose to locate. The second half of the class will examine technological trends that will drive current and future business development.
Materials:
- Michael Porter Location Clusters
- Chapter 4: Technology, Global Shift
- Deconstructing Clusters, J. Econ Geog, 2003
- Location and MNE, Dunning, J of Int. Bus 1998

5 Nov 25  Class 5: Global environmental concerns and limitations & MIDTERM
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.
Materials:
- To be decided.

6 Dec 9  Class 6: Trade and 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.

Materials:
- Trading Myths, McKinsey 2011

Dec. 23 NO CLASS—Must arrange a make-up class (tentatively proposed for Jan 20)

7 Dec 30 Class 7: Money, Central Banking & Financial regulation, bubbles, etc
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.

Materials:
- Ch. 2: Money, Concise Guide to Macroeconomics, Moss
- This Time is Different, Reinhard & Rogoff, NBER
- Monetary Policy in the Subprime Crisis, HBR 2009.

8 Jan 13 Class 8: The role of international institutions & global business
This segment will focus on the role and function of international institutions and their impact on business strategies. This will include institutions and rules guiding financial transactions and exchange rates, WTO structure and rules as well as other international standards and protocols.

Materials
- To be decided

9 Jan 20 FINAL PRESENTATIONS