Professor Karl Petrick Office: Emerson 103

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Office Hours: Tuesday 9:00-12:00,

Wednesday, 9:00-11:00

**Required Text:**

Petrick, Karl (2015). **Business and the Global Environment**, Kendall-Hunt

Note that there are two elements to the book: The hard copy is available in the bookstore and contains the chapter introductions and some articles. In an attempt to keep the cost of the book down, a lot of the chapter articles are available in an e-supplement. Log-in details for that are on the front cover of the book.

You could order an e-book which includes all of the material from the publisher here: <http://www.kendallhunt.com/petrick/>

This is a first edition, and it just rolled off the presses at the beginning of the Fall semester last year. I have occasionally found articles that I wanted to include that got missed out, usually because permission wasn’t received in time. USE THE SYLLABUS AS YOUR GUIDE FOR PRIMARY MATERIAL- if it’s on the syllabus and NOT in the book, I’ll be posting the article on Kodiak. I also find material during the semester- usually this is secondary material (i.e. not needed in the summary papers but fair game on the exam). But occasionally something major happens and I will add coverage of that event as a primary source article. I will let you know if that is the case for any of the additional material that I post on Kodiak.

**Catalog Description:**

Prerequisite: None. This course focuses on political, cultural, economic, and social elements related to globalization of the business environment and covers a broad spectrum of issues. Learning outcomes are focused on the recognition and understanding of concepts and practices with respect to: the economics of international monetary and banking systems; the nature of regional economic integration; theories of international trade; the organization of global firms; cross-cultural marketing issues; international legal frameworks and trade organizations; ethics and social responsibility.

**Overall Course Objectives:**

*Upon completing this course, you should be able to:*

1. Identify various explanations for the pace and impact of globalization.
2. Explain the nature of comparative and competitive advantages (e.g., social-cultural, political, economic) on international trade.
3. Describe core issues in regional economic integration (i.e., EU, NAFTA).
4. Identify key ethical issues for global organizations, including the natural environment.
5. Explain the relevance of monetary systems and trade organizations on multiple stakeholders.
6. Identify the liberal (academic/ macro (social) level) and professional (business/ micro level) of each of the above. Primarily for this class we will focus on a particular academic discipline and then the professional application of the discipline.

**Method of Assessment:**

*Course objectives will be assessed using the following methods:*

1. **Reading Summaries (20 points, 10%)**: At the beginning of each class, students will submit a typed summary (12 font, double spaced) of the main points in each article assigned for that day. **NO EXCEPTIONS**. For the longer videos that we will watch in class (The Death of Distance, Life and Debt, An Inconvenient Truth, Fuel) the assignment is an opinion paper to be submitted on Kodiak after we have watched the film.

Each article needs to be covered in turn- don’t submit a paper that jumbles all the articles together. These will serve as proof of reading (for me) and as both notes that you can refer to in class discussion and as exam study guides (for you). Occasionally, usually before starting a new topic area, I will provide some guidance for each set of reading in class. You should also read the introduction to each section before tackling the articles.

**You will get a ‘0’ for any summary paper/movie review that is not submitted**.

1. **Exam 1 (45 Points, 22.5%)**: There will be a set of online exam questions put on Kodiak on **Thursday, February 9**and due back **Tuesday, February 14**, on will cover the assigned readings/class discussion from the first four weeks. Note that I am handing back the exams in class the following week. If an individual student cannot take the exam as scheduled for whatever reason it is up to the student to speak to me and schedule taking the exam before the exam scripts are handed back. Failure to do so will result in a grade of 0.
2. **Group Book Report (60 Points, 30%):** Students will be divided into groups and responsible for analyzing a particular piece of outside reading. Outlines (10 points) are due by 11 pm on **Tuesday, February 28**. No late submissions. First drafts (15 points) are due by 11 pm on **Tuesday, April 11**. No late submissions. Final reports (35 points) are due by 11 pm on **Tuesday, May 2** No late submissions. More information on this assignment is available on Kodiak. Group presentations for this project will be during the following class.
3. **Exam 2 (65 Points, 32.5%):** There will be an exam during exam week that will cover the assigned readings/videos/class discussion that took place after the midterm exam.
4. **Participation (10 Points, 5%):** I will be keeping track each class period of those who attend and participate in class discussions.

**Grading Scale:**

**Point Total**

**Above 187 A 160 - 167 B- 134 - 139 D+**

**180 - 187 A - 156 - 159 C+ 120 - 133 D**

**174 - 179 B+ 148 - 155 C 119 or fewer F**

**168 - 173 B 140 - 147 C -**

**POLICY ON CELLPHONES: Don’t use them: i.e. don’t text, certainly don’t call anyone or answer them during class. You can live without it for an hour and twenty minutes.**

**Topic Schedule**

**NOTE**: In addition to the readings and longer videos that we will watch in class, I do also post additional short videos and additional articles about some topics on Kodiak for you to watch. There is also further reading in the introduction and ‘further resources’ section in each chapter. These do not have to be in your summary, but you are free to refer to them in class. HOWEVER, these additional videos/articles are referred to in the exams, and you are expected to read/watch ALL material for this course.

**ANOTHER NOTE**: Articles below that are preceded with a red ‘e’ are in the e-supplement of the book. (If it also says ‘on Kodiak’at the end of the reference, either the link is broken or it leads to a subscription wall or paywall. I will post those articles on Kodiak).

Articles without a red ‘e’ are in the textbook (unless it says ‘on Kodiak’, in which case I will post that article on Kodiak).

**Week 1**: January 17 - Introduction/Expectations

January 19 -

e- Pearlstein, Steven (2012) ‘Outsourcing: What’s the true impact? Counting jobs is only part of the answer’ **The Washington Post** July 1, 2012

e- Drezner, Daniel (2004) ‘The Outsourcing Bogeyman’ **Foreign Affairs**, May/June 2004

e- Porter, Eduardo (2012) ‘The Folly of Attacking Outsourcing’ **The New York Times**, August 7, 2012 (on Kodiak)

e- Reich, Robert (2012) ‘The Problem Isn’t Outsourcing: It's That Big Business Is Disconnected From The Well-Being Of Most Americans’ **Huffington Pos**t July 19, 2012

Semuels, Amanda (2017) ‘America is Still Making Things’ **The Atlantic** January 6, 2017 (on Kodiak)

**Week 2**: January 24 -

Wright, Gillian (2016) ‘What Economists got Wrong About Free Trade’ **The Atlantic** January 29, 2016 (on Kodiak)

Anderson, Sarah and Cavanaugh, John (2005) ‘Outsourcing: A Policy Agenda’ **Foreign Policy in Focus**, Policy Brief Vol. 9, No. 2

Blinder, Alan (2006) ‘Offshoring: The Next Industrial Revolution?’ **Foreign Affairs**, March/April 2004

The Economist (2013) ‘India’s Outsourcing Business: On the Turn’, **The Economist**, January 19, 2013 (on Kodiak)

Koshy, Jacob (2014) ‘India Aims to Boldly Enter the Outsourced Space Race’ **Newsweek**, October 1, 2014 (on Kodiak)

January 26 -

e- DePillis, Lydia (2015) ‘Two years ago, 1,129 people died in a Bangladesh factory collapse. The problems still haven’t been fixed’ **The Washington Post** April 23, 2015 (on Kodiak)

e- Clifford, Stephanie and Greenhouse, Stephen (2013) ‘Fast and Flawed Inspections Abroad’ **The New York Times**. Sept. 2, 2013

e- Matthews, Dylan (2014) ‘Poor countries can keep workers safe and still escape poverty’ **The Washington Post** April 25, 2014

**Week 3**: January 31 –

e- Blumgart, Jake (2013) ‘Sweatshops Still Make Your Clothes’ **Salon** March 23, 2013

e- Resnikoff, Ned (2014) ‘Apparel company succeeding on anti-sweatshop model’ **MSNBC** October 11, 2014

Nisen, Max (2013) ‘How Nike Solved Its Sweatshop Problem’ **Business Insider**

Duhigg, Charles, and Barboza, David (2012) ‘In China, Human Costs are Built Into an IPad’ **The New York Times** January 25, 2012 (on Kodiak)

February 2 –

e- OECD (2003) ‘Fighting Bribery in International Business Deals’ **OECD Observer** November 2003

e- Brummer, Alex (2005) ‘Courage of the Woman Fighting to Rid Nigeria of Corruption: The CITY Interview’ **Daily Mail**, Oct. 27, 2005 (on Kodiak)

e- Okonjo-Iweala, Ngozi (2007) ‘Want to Help Africa? Do Business Here’- look under ‘other references’ in the e-book for a link to this video)

\*Your summary paper must include both Brummer’s article and Okonjoe-Iweala’s talk

Muasher, Marwan (2013) ‘Freedom and Bread Go Together’ **Finance and Development**, March 2013 International Monetary Fund

e- Munroe, Trevor (2015) ‘Combating Corruption and Building Jamaica's Prosperity’ **Jamaica Observer**, April 26, 2015

**Week 4:** February 7 –

e- Pell, Owen (2005) ‘Renewed Interest in Overseas Bribery Laws’ **PR Newswire US**, February 9, 2005

e- Roth, Kenneth (2005) ‘Rules on Corporate Ethics Could Help, Not Hinder, Multinationals’ **Financial Times**, June 21, 2005

e- Nobel, Carmen. (2013). The Real Cost of Bribery. **Forbes**. (look under ‘other references’ in the e-book for a link)

Stevenson, Seth (2012) ‘Patagonia’s Founder is America’s Most Unlikely Business Guru’ **The Wall Street Journal**, April 26, 2012

e- Pizzigati, Sam (2015) ‘A Manufacturer of Equality’ **Too Much,** June 1, 2015

February 9 – **EXAM 1 (posted on Kodiak)**

Video in class ‘The Death of Distance’

**Week 5**: February 14 – EXAM 1 submissions due (on Kodiak)

Video in class “The Death of Distance”

February 16 – **NO CLASS** (I am attending the Harvard National Model United Nations)

**Week 6**: February 21 –

Daly, Herman (2001) ‘Globalization and its Discontents’ **Philosophy and Public Policy Quarterly**, Vol. 21 No, 2/3, Spring 2001

e- Peters, Ralph (2005) ‘Myths of Globalization’ **USA Today**, May 22, 2005

Ip, Greg (2013) ‘The Gated Globe’ **The Economist**, October 12, 2013

Wolf, Martin. (2014). ‘Shaping Globalization’. **Finance and Development**, September 2014

February 23 –

e- Stiglitz, Joseph. (2014). ‘On the Wrong Side of Globalization’. New York Times, March 14, 2014.

e- Porter, Eduardo. (2014). ‘A Global Boom, But Only for Some’. New York Times, March 18, 2014.

Anderson, Sarah (2015) ‘Why JFK Wouldn’t Recognize Today’s Free Trade Deals’ Institute for Policy Studies, June 16, 2015 (on Kodiak)

Perez-Rocha, Manuel (2014) ‘When Corporations Sue Governments’ New York Times, December 4, 2014 (on Kodiak)

**Week 7**: February 28 – Book report outlines due

e- Jessop, David. (2014). ‘The WTO Process Fails Again’. The Jamaica Gleaner, August 3, 2014

Taylor, Orville. (2005). ‘Unfair International Trade’. The Jamaica Gleaner, January 23, 2005.

e- Clarke, Claude. (2011). Economic Transformation Through Trade. The Jamaica Gleaner, October 30, 2011.

e- James, Deborah. (2015). Investing in Agriculture in Developing Countries: The Whole World Says Yes, But the WTO Says No. **Alternet**, March 31, 2015.

March 2 – Video in class “Life and Debt”

**Week 8**:

March 7 – Video in class: “Life and Debt”

March 9 –

Mychalejko, Cyril (2014) ‘Fashion Faux Pas? Free Trade and Sweatshop Labor in Guatemala’ **Truthout**

e- Powell, Bill. (2014). Is This the End of China’s Economic Miracle? **Newsweek***,* November 26, 2014.

e- Schuman, Michael. (2013). Globalization Isn’t Dead, It’s Only Just Beginning. **Time Magazine***,*November 19, 2014.

United Nations (2016) ‘New Data Brings Out New Answers on Climate Migration’, May 19, 2016 (on Kodiak)

**SPRING BREAK: March 13- March 17**

**Week 9**: March 21 –

Kupchan, Charles (2012) ‘Centrifugal Europe’ **Survival**, vol. 54, no. 1, February-March 2012 (on Kodiak)

Rosenblum, Michael (2017) ‘Why Trump? Why Brexit? Why Now?’ Huffington Post, January 5, 2017

March 23 –

Evans-Pritchard, Ambrose (2015) ‘IMF has betrayed its mission in Greece, captive to EMU creditors’ The Telegraph, June 5, 2015

*The Economist*. (2015). For Those in Peril. **The Economist** April 25

**Week 10**: March 28 –

e- Smith, Rolf. (2014). A Hundred Years Old Today, the Panama Canal Is About to Get a Lot Bigger. National Geographic, August 16, 2014 (look under ‘other references’ in the e-book for a link) (on Kodiak)

e- Jervis, Rick. (2015). ‘U.S. Ports Prepare for Panama Canal Expansion’. USA Today, April 19, 2015.

e- Edmonson, R.G. (2006). ‘Royal Treatment: The Kansas City SmartPort Emerges as a Leader in Supply-chain Security, Technology and Trade Facilitation’. The Journal of Commerce, March 6, 2006. (on Kodiak)

e- Kheng, Roy. (2005). ‘Chinese Business: Logistics in China, a New Frontier’. The Edge Singapore, October 24, 2005. (on Kodiak)

March 30 –

Burnson. Patrick (2014) ‘Global Logistics: Emerging Markets Gain Traction’ **Logistics Management**, August 01, 2014 (on Kodiak)

e- Soo Kim, Byung, and Wright, Jonathan. (2013). ‘Global Logistics: Challenges for Expansion into Emerging Markets’. **Logistics Management***,* July 1, 2015. (on Kodiak)

e- Schlangenstein, Mary, Weiss, Richard, and Van Groningen, Elco. (2015). FedEx Bids $4.8 Billion for TNT Two Years After UPS Deal. **Bloomberg Business***,* April 7, 2015. (on Kodiak)

e- Putzger, Ian. (2005). ‘Prescription for Success’. **Journal of Commerce**, August 8, 2005. (on Kodiak)

e- Wheelan, Robbie 92015) DHL, UPS Build Up ‘Cold Chain’ Shipping for Pharmaceuticals. **The Wall Street Journal**. June 18, 2015 ((look under ‘other references’ in the e-book for a link)) (on Kodiak)

**Week 11**: April 4 –

e- Doucleff, Michaleen. (2015). Why China's Pollution Could Be Behind Our Cold, Snowy Winters. **NPR**,March 8, 2015.

e- Neuhauser, Alan. (2014). U.S., China Reach Historic Climate Accord. **U.S. News and World Report***,* November 12, 2014.

e- Benson, Judy. (2015). Climate Change Upheaval Seen Brewing in Atmosphere, Oceans. **The New London Day**, January 25, 2015.

Davenport, Coral. (2014). Industry Awakens to Threat of Climate Change. **The New York Times***,* January 23, 2014.

Abel, David (2014) In Maine, Scientists See Signs of Climate Change. **The Boston Globe**, September 21, 2014 (on Kodiak)

April 6- Video in class ‘An Inconvenient Truth’

**Week 12**: April 11 – Book Report First Draft Submissions Due on Kodiak

Video in class: ‘An Inconvenient Truth’

April 13 –

e- Rosenthal, Elisabeth. (2013). As Biofuel Demand Grows, So Do Guatemala’s Hunger Pangs. **The New York Times**, January 5, 2013.

e- Tufft, Ben. (2015). Costa Rica Goes 75 Days Powering Itself Using Only Renewable Energy. **The Independent***,* July 22, 2015.

Butler, Sarah. (2015). Tesco Teams Up with FareShare Charity to Reduce Food Waste. **The Guardian***,* June 3, 2015

**Week 13**: April 18 –

Hottman, Sara. (2011). How to Break into the Green Energy Business. **Inc***.,* January 31, 2011.

e- Klare, Michael. (2015). The Renewable Revolution. **Resilience**, April 17, 2015.

e- Reed, Stanley. (2015). Outlook for Solar Gets a Bit Brighter. **The New York Times***,*March 15, 2015

April 20 – Video in Class, ‘Fuel’

**Week 14**: April 25 – Video in Class, ‘Fuel’

April 27 –

e- Bird, Emma. (2005). Culture Shocks Abroad. **The Guardian**, January 29, 2005.

e- Novitski, B.J. (2008). Managing the Ever-more-distributed Workforce. **Architectural Record***.*(on Kodiak)

Andors, Alice. (2010). The Success of Repatriating Expatriate Employees Requires Forethought and Effective Management. **Happy Returns** *55*(3).

e- Black, J. Stewart and Gregersen, Hal (1999). The Right Way to Manage Expats, *Harvard Business Review*. March-April 1999 (look under ‘other references’ in the e-book for a link)

**Week 15**:

May 2 – Book Report Final Submissions Due on Kodiak

e- Willoughby, Deborah (2005) ‘Found in Translation: Consultant Bridges Cultural Differences’ **Montgomery Advertiser**, August 14, 2005 (on Kodiak)

e- Matthews, Robert. (2005). Where East Can Never Meet West. **The Financial Times***,* October 21, 2005. (on Kodiak)

e- Landler, Mark, and Barbaro, Michael. (2006). Wal-Mart Finds That Its Formula Doesn’t Fit Every Culture. **The New York Times**, August 2, 2006. (on Kodiak)

e- Flanagan, Jack. (2014, August). How Starbucks Adapts to Local Tastes when Going Abroad. **Real Business***.*

May 4 – Book Report Presentations