

Management 460
Business, Society, and the Global Economy
3 Credits

Prerequisites: Management 340, 350
(Blended in class and on-line course)

Fall, 2012

Tues, Thur, 2-3:15 (See attached schedule)

TH 100

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This course and its associated coursework are being administered under the policies of the University of Illinois at Chicago (UIC) College of Business Administration Honor Code. All students are expected to respect and uphold this code.

Reading Materials

Charles W. L. Hill, *Global Business Today*, McGraw-Hill Irwin, 7thth Edition, 2011
Hosmer, LaRue Tone, *The Ethics of Management*, McGraw-Hill, Irwin, 5th Edition, 2006 or 6th Edition (Special run of 6th edition in bookstore)
The Wall Street Journal – daily
The News Hour with Jim Lehrer – PBS
Handouts on Blackboard

I. Goals and Objectives

This course is concerned with the political, economic, ethical, cultural, and strategic of doing business in a global marketplace. The course is concerned with the many issues, forces, institutions, laws, etc. outside of business that affect either directly or indirectly business decision making. In addition, the course concerns the development of strategies for business in an international environment where corporate social responsibility and ethics should be integrated into the decision making process. It has the following objectives:

1. To introduce the student to the many issues, forces, institutions, laws and other components of the international business environment which impact business organizations. These include the political, economic, social, ethical, legal, and regulatory environment of business.

2. To further examine these issues in relation to the individual in the role of a manager, consumer, employee or member of the general public.
3. To introduce the student to the basic tools for understanding and analyzing the relationship of business and the external environmental factors in international business
4. To introduce the student to concepts of social responsibility and ethics which should help guide a business response to external environmental opportunities and threats.
5. To provide the student with experience in utilizing the internet to examine national and international factors affecting business.
6. Provide a detailed understanding of the culture, politics, markets, monetary system, political systems, etc. of particular countries.

Course Outline

1. **Introduction**

An overview of the course, stressing the relationship of elements of the external environment to global business decision making. Elements include globalization, global institutions, drivers of globalization, globalization debate.

Hill - Chapter 1.

Case: Visio and the Market for Flat-Panel TV's p. 9

Case: The Globalization of Health Care, p. 40

Hosmer – Chapter 1 - Moral Problems in Business Management

Case 1 – 2 Cruise Ships and the Disposal of Waste at Sea

2. **Political Economy**

Alternative economic and political systems and the role of prices in a free market system will be examined.

Hill - Chapter 2.

Case: The Polish Surprise, p. 43

Case: Chavez's Venezuela, p. 49

Hosmer – Ch 2 – Moral Analysis and Economic Outcomes

Case 2 - 2 World Bank and the Export of Pollution

Case 2 - 3 Green Giant and the Move to Mexico

3. Differences in Culture

Examines cultural issues that can affect business decision making in different countries.

Hill - Chapter 3.

Case: Business Culture in China , p 91

Case: Panasonic and Japan's Changing Culture, p. 125

Hosmer

Case: 3 – 3 H.B. Fuller and the Sale of Resistol in Central America

Case: Mitsubishi Motors - (Blackboard)

4. Ethics and Social Responsibility

Develops a set of ethical tests and examines social responsibility implications.

Hill - Ch 4

Case: Working Conditions in a Chinese Factory, p. 129

Case: Siemens Bribery Scandal, p 158

Hosmer – Ch 4 – Moral Analysis and Ethical Duties

Case: 4 – 3 Wal-Mart and Expansion into Smaller Towns

5. International Trade Theory

Examines alternative theories of international including the Theory of Comparative Advantage, New Trade Theory, National Competitive Advantage,

Hill - Chapter 5.

Case: Bangladesh's Textile Trade, p. 160

Case: Logitech, p.195

6. Government Intervention

Examines a variety of trade policy instruments including tariffs, import quotas, subsidies, local content requirements, World Trading System – WTO

Hill – Chapter 6.

Case: Why did Global Food Prices Rise?, p 239

7. Foreign Direct Investment

Acquisitions vs. Greenfield investments, Costs and benefits of FDI, Government Policy Instruments

Hill - Chapter 7.

Case: Foreign Direct Investment by Cemax, p. 251

Case: Spain's Telefonica, p. 272

Hosmer – Ch 5 – Why Should a Business Manager Be Moral?

Case: 5-1 Johnson and Johnson and the Worldwide Recall of Tylenol

Grading

Midterm	25%
Final	30%
Class Participation	25%
Company-Country Research Project	20%

Two exams: Midterm worth 25%, Final worth 30% of grade, Class participation 25%. Participation grade includes class presentations, participation in class discussions and participation on internet discussion group (max one post per day, 2 times per week). Company-Country Research Project – 20%. Extra credit – attendance at ethics lectures on campus and other extra credit possibilities.

Students are also required to keep up with the issues of the day affecting business, through daily reading of newspapers, and business periodicals and watching news and public affairs programming on TV. *The Wall Street Journal* and *The News Hour with Jim Lehrer* are required reading and watching. Web sites providing current events information can be found at <http://www.uic.edu/~amp>

Course Conduct

This is a course that utilizes electronic media, class presentations, discussion, and internet discussions to present and discuss class materials. It is not a lecture class. This is a discussion class.

Accordingly, there are heavy requirements placed on the students to present and discuss materials presented in the class. While the work effort for this course is large, the benefits of developing presentation skills, oral communication skills and internet communications skills will help you succeed in your forthcoming business career. This course is not for everyone, however. If you are interested in doing the minimum and just getting by in class and in life, you should not take this course.

This course relies heavily on class discussion and the internet to examine critical external issues affecting business today. Accordingly, students must be prepared to discuss topics covered in each class. Students should read course materials carefully before coming to class.

Class Presentations

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Students will be responsible for making presentations in class. You will be required to make both a news presentation and a case presentation. You will be assigned to a group for each of the presentations. Groups will consist of 3 or 4 students. Each student in the group will be responsible for developing and presenting a PowerPoint presentation covering a news story or an aspect of the case. The presentations should be put together into one PowerPoint presentation. Each student must participate in the presentation. No more than 5 minutes of presentation per student on either the weekly news update or case presentations. Send PowerPoint slides to Professor Pagano (amp@uic.edu) to be posted on Blackboard prior to presentation.

1. Weekly News Update – Each student in the group will be responsible for a presentation on a major news story. Choose Major news stories having at least 2 sources. Sources should be included in the PowerPoint presentation. At least one story should have the News Hour with Jim Lehrer as a source and at least one story should have the Wall Street Journal as a source. Discuss the implications for business for each story. Your final group presentation should consist of one major news story in each of the following areas:
 - a. US Business News
 - b. US National News
 - c. International Business News
 - d. International News
2. Case Presentations should cover the following topics:
 - a. Overview and summary of Case-Provide details of what the case is about
 - b. Update of Case – Provide sources
 - c. Important Issues in the Case
 - d. Recommendations - What should be done?

Making a presentation in class

Not only is content important in your presentation, but how you present is also important.

Be enthusiastic

Smile

Look at your audience

If you are shy, get over it

Pronounce words clearly

Project your voice so all in the class can hear you

Stand straight

Don't read your slides; the slides should be used to emphasize your points

Keep slides simple and to the point- but make sure there is enough content on the slides-a delicate balance

A picture is worth a thousand words

Grading of Presentations

Weekly News Update

1. Major News Stories – Have you covered major news stories in each area?
2. Timeliness – Have you covered stories from the past week?
3. Relevance to Business – Do the stories have relevance to business?
4. Sources – Have you listed sources for each of the stories?
5. Sources (cont) – Does at least one story have the News Hour as a source and at least one story have the WSJ as a source?
6. Presentation Clarity – Do the slides for each of the stories convey enough information about the story, so that it is clear what the story is about?
7. Presentation Style – Are each of the group members doing the presentation in a clear, compelling way?
8. E-mail copy of presentation – Have you e-mailed a copy of the presentation to Professor Pagano amp@uic.edu?

Case Presentations

1. Topic Coverage - Have you covered each of the four topic areas?
2. Sources - Have you listed sources for the case update?
3. Presentation Clarity – Do the slides for each of the topics convey enough information about the topic, so that it is clear what the case is about?
4. Presentation Style – Are each of the group members doing the presentation in a clear, compelling way?
5. E-mail copy of presentation – Have you e-mailed a copy of the presentation to Professor Pagano amp@uic.edu?

TENTATIVE CLASS SCHEDULE (Blended In-class and On-line course)

WEEK 1	
Tuesday, August 28, 2012	Meet in class – explain how class works, introductions
Thursday, August 30, 2012	IN CLASS
WEEK 2	
Tuesday, September 4, 2012	ONLINE LECTURE:
Thursday, September 6, 2012	ONLINE LECTURE
WEEK 3	
Tuesday, September 11, 2012	ONLINE LECTURE:
Thursday, September 13, 2012	IN CLASS
WEEK 4	
Tuesday, September 18, 2012	ONLINE LECTURE:

Thursday, September 20, 2012	IN CLASS
WEEK 5	
Tuesday, September 25, 2012	ONLINE LECTURE:
Thursday, September 27, 2012	IN CLASS
WEEK 6	
Tuesday, October 2, 2012	ONLINE LECTURE:
Thursday, October 4, 2012	IN CLASS
WEEK 7	
Tuesday, October 9, 2012	ONLINE LECTURE:
Thursday, October 11, 2012	IN CLASS
WEEK 8	
Tuesday, October 16, 2012	ONLINE LECTURE:
Thursday, October 18, 2012	IN CLASS
WEEK 9	
Tuesday, October 23, 2012	IN CLASS – Midterm Exam (tentative)
Thursday, October 25, 2012	IN CLASS
WEEK 10	
Tuesday, October 30, 2012	ONLINE LECTURE:
Thursday, November 1, 2012	IN CLASS
WEEK 11	
Tuesday, November 6, 2012	ONLINE LECTURE:
Thursday, November 8, 2012	IN CLASS
WEEK 12	
Tuesday, November 13, 2012	ONLINE LECTURE:
Thursday, November 15, 2012	IN CLASS
WEEK 13	
Tuesday, November 20, 2012	ONLINE LECTURE:
Thursday, November 22, 2012	Thanksgiving (no class)
WEEK 14	
Tuesday, November 27, 2012	IN CLASS
Thursday, November 29, 2012	Co & Co presentations in class
WEEK 15	
Tuesday, December 4, 2012	Co & Co presentations in class
Thursday, December 6, 2012	Co & Co presentations in class

University of Illinois at Chicago Code of Classroom Etiquette

The University of Illinois at Chicago Code of Classroom Etiquette has been established to encourage a deeper appreciation of and respect for the classroom environment so as to enhance the learning experience for all students. An understanding of and adherence to this code adds value by creating an environment more conducive to meaningful and constructive classroom discussion.

Students are therefore expected to understand and adhere to basic standards of classroom etiquette based on the following key principles:

- Attendance: Students are expected to attend every class throughout the term, especially during the first week of class. As a courtesy, when students are unable to attend class (due to illness or for other work or school related reasons) they should notify the professor in advance. Students are expected to adhere to the specific attendance policies established by their professors.
- Punctuality: Students are expected to arrive for class on time so that their professor may start and end the class according to his/her schedule.
- Exiting and Entering the Classroom: Students are expected to remain in the classroom for the duration of the class. If a student must depart early due to unavoidable circumstances, the student should inform the instructor prior to the start of class. Students should ensure they return from classroom breaks at the specified time.
- Respect for the Classroom: Students should demonstrate respect for the professor and fellow students during the class period. Students are expected to refrain from activities unrelated to class material, such as disruptive eating and holding side conversations. In addition, students are expected to help maintain the appearance of the classroom by ensuring their work area is clean and discard all trash after class. Students are also expected to turn off all cellphones, pagers, and other devices that may generate disruptive noise during the class.

Honor Code for the College of Business Administration

As an academic community the College of Business Administration at the University of Illinois at Chicago is committed to providing an environment in which teaching, learning, research, and scholarship can flourish and in which all endeavors are guided by academic and professional integrity. All members of the college community – students, faculty, staff, and administrators – share the responsibility of insuring that high standards of integrity are upheld so that such an environment exists.

In pursuit of these high ideas and standards of academic life, as a student I hereby commit myself to respect and uphold the University of Illinois at Chicago (UIC) College of Business Administration Honor Code during my entire matriculation at UIC. I agree to maintain the highest moral and ethical standards in all academic and business endeavors and to conduct myself honorably as a responsible member of the college academic community. This includes the following:

- Not to seek unfair advantage over other students, including, but not limited to giving or receiving unauthorized aid during completion of academic requirements;
- To represent fact and self truthfully at all times;
- To respect the property and personal rights of all members of the academic community.

For further Information on the Honor Code please visit:

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<http://www.uic.edu/cba/ugrad/Documents/CBAHonorCodestudentresponsibility.pdf>

Students with Disabilities

The University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at [\(312\) 413-2183](tel:3124132183) (voice) or [\(312\) 413- 0123](tel:3124130123) (TDD). More information may also be found at the DRC Website at http://www.uic.edu/depts/oaa/disability_resources/index.html

Students requesting accommodation must provide a Letter of Accommodation (LOA) outlining the specific accommodations requested for the course. This letter is developed by the DRC in coordination with the student and delivered by the DRC or student prior to the start of the semester.

EXT-ENV-BUS@LISTSERV.UIC.EDU

A listserv entitled EXT-ENV-BUS has been established. The purpose of the listserv is to provide a mechanism for on-line discussions of current events which may affect business decision making. These include all of the political, economic, social and regulatory factors outside the business. In addition, issues discussed in the book and in class will also serve as food for discussion.

Subscribing to EXT-ENV-BUS@UIC.EDU

Subscribing to the listserv is easy, but confusing, especially if you read the directions from the computer center. You must remember three essential points in order to subscribe:

1. You cannot subscribe, send messages or receive postings from the listserv from this page. You must do this through e-mail. Save these instructions, then log on to the system in which you normally send and receive e-mail messages.
2. There are two e-mail addresses that you send mail to. One is the command address in which you send system commands. The command address is:

LISTSERV@LISTSERV.UIC.EDU

3. The second mail address is the one where you send messages and receive postings. This is:

EXT-ENV-BUS@LISTSERV.UIC.EDU

To subscribe, send an e-mail message to the command address **LISTSERV@LISTSERV.UIC.EDU**. In the body of the note type the following:

subscribe EXT-ENV-BUS First name Last name

For example, you would send the following message:

subscribe EXT-ENV-BUS Hillary Clinton

As you can tell, this listserv can get very political and controversial. You should get a message back from the listserv in a few minutes asking you to verify that you want to be added to the list. Once you send back your OK, you are a member of the list and entitled to join the fray.

Sending Messages

Send an e-mail address to the location **EXT-ENV-BUS@LISTSERV.UIC.EDU**. The

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message will be distributed to all the people currently subscribed to the list. When anyone sends mail to the list, it is automatically distributed to everyone on the list. That's all there is to it.

Special Commands

There are a few special commands that are helpful. These should be sent to the command address: `LISTSERV@LISTSERV.UIC.EDU`.

`SET EXT-ENV-BUS REPRO`

The system does not send you a copy of your own note. If you want to make sure it was distributed, send the above command.

`SET EXT-ENV-BUS ACK NOREPRO`

Use this command if you get tired of reading your own messages. It cancels out the first command.

`SIGNOFF EXT-ENV-BUS`

You won all the arguments and made all the points that can be made. You have no time to discuss issues further while you run for the US Senate. You will continue the discussions on C-Span instead. You want to be removed from the list.

Rules for the Listserv

There are several rules for the listserv that everyone should follow:

1. You are only permitted one message per day, two per week to the listserv. You will not be given credit for anything beyond that.
2. **Make sure your name is in the line that says From.** Put your name where it says **From**. In most e-mail systems, adding your name to the address book will automatically put your name in the From line. No name, no credit.
3. Messages to the listserv must be substantive to qualify for participation credit. No ya, ya, ya, I agree, I agree.
4. Be kind to others. You can respectfully disagree, but keep the discussion on a high plane and avoid the backbiting and personal attacks that are prevalent in Washington today.
5. You can reply to any topic that has been discussed, or start your own discussion of a new topic, as long as it is germane to the topics in the course.
6. Have fun.