

# BUSI 1301 – Business Principles in a Global Economy

Professor: Dr. Joseph L Thompson



# Semester Contact Information for Professor Thompson and TA

- **Professor:** *Dr. Joseph L Thompson*
- **Preferred Email:** [jlthompson@bauer.uh.edu](mailto:jlthompson@bauer.uh.edu)
- **Office Location:** 325P MH (Melcher Hall)
- **Office Hours:** Mon: 1130-1230 pm, Tue 12-1 pm



## Class TAs (Large Section Only)

- See the syllabus for contact information
- The TA is your point of contact for everything course-related
- Students must email the TA first
- Check the Syllabus Course Calendar and Other Information Before Contacting the TA.

## Required Texts

1. The Syllabus (This is the most important document in the course. Students must keep up to date with the syllabus. If changes need to be made, the professor or your TA will inform students. )
2. Geringer - International Business (3rd edition) with Connect Plus.
3. Some topics require additional readings and videos. Those readings and videos will be located in the appropriate topic folder

## Recommended Readings

- Each student should acquire a copy of the classic book on writing style, *The Elements of Style* by William Strunk and E.B. White. This book will help all students learn how to write effectively for all writing inside and outside of college.
- Anyone involved in global business should be aware of business resources that provide information on industries, companies, markets, and more. Students should also pay close attention to media outlets for up to the minute stories that can have a dramatic impact on international businesses. The following library resources are highly recommended and should be used by each student when conducting research on the international business environment. These sources can be accessed via the UH library by using your CougarNet ID to log in. Click on the link (<https://guides.lib.uh.edu/business>) for more details about each of these sources.

**Mental Health**  
Counseling and Psychological Services  
<http://www.uh.edu/caps>  
(713) 743-5454



Let's Talk Program  
(no appointment necessary): [http://www.uh.edu/caps/outreach/  
lets\\_talk.html](http://www.uh.edu/caps/outreach/lets_talk.html)



# Video Lecture Recording Link

The following link below is a recording of the Global Leadership Issues and Practices Lecture that I gave during the Spring 2023 semester.

**Students should refer to the syllabus to see all lecture notes, readings, and assignments (required and recommended) associated with this lecture.**

[https://uh-edu-cougarnet.zoom.us/rec/share/  
KaMIZQBCXZDJLXNT9AX6IWc0g15La-4qBq8JLuPQeDSPoO3Gh1ZToUO6vNLW  
YwS9.-h\\_c8frJP9zTcshu](https://uh-edu-cougarnet.zoom.us/rec/share/KaMIZQBCXZDJLXNT9AX6IWc0g15La-4qBq8JLuPQeDSPoO3Gh1ZToUO6vNLWYwS9.-h_c8frJP9zTcshu)

Passcode: 9npAk5\*E

# Global Leadership and Business Ethics

## Key Terms:

- Global Mind-Set
- Leadership
- Pyramid Model of Global Leadership
- Ethics
- Amoral / Legalistic / Responsive / Ethical Businesses

## Lecture Outline:

- I. Global Leadership
  - A. Defining Global Leadership
  - B. Key Global Leadership Competencies
- II. Business Ethics
  - A. Defining Ethics
  - B. Approaches to Business Ethics
  - C. Ethical Benefits and Consequences



- June 4, 1927: The dean of the brand-new Harvard Business School, Wallace B. Donham, gave a short address that was more of a warning than a celebration. Scientific advances had opened up “new opportunities for happiness,” he observed, but these would not be secured without “a higher degree of responsibility.”
- Business leaders, he went on, needed to develop “social consciousness,” accompanied by “competently equipped intelligence and wide vision.”

## Global Leaders

# Global Leadership

- Global leadership is more complicated than domestic leadership and requires different and unique skillsets

A prerequisite to global leadership is developing a global mind-set:

- A view that combines an openness to and an awareness of diversity across markets and cultures with an ability to synthesize across this diversity
- Requires both intellectual intelligence (business acumen) and global emotional intelligence (self-awareness, cross-cultural understanding, cultural adjustment, and cross-cultural effectiveness)





# Global Leadership

- *“Global [leaders] have exceptionally open minds. They respect how different countries do things, and they have the imagination to appreciate why they do them that way. But they are also incisive; they push the limits of the culture. Global managers don’t passively accept it when someone says, ‘You can’t do that in Italy or Spain because of the unions,’ or ‘You can’t do that in Japan because of the Ministry of Finance.’ They sort through the debris of cultural excuses and find opportunities to innovate.”*
- Leadership: the behaviors and processes required for organizing a group of people in order to achieve a common purpose or goal.

# The Complexity of Global Leadership

Four overlapping dimensions of complexity:

1. Multiplicity: growth in volume and nature of issues global leaders must deal with
2. Interdependence: the parts of the global company are dispersed geographically, but they are all interlinked
3. Ambiguity: information about some global problems can be missing, unclear, or open to interpretation
4. Dynamism: the global context is constantly changing



# Global Leadership Competencies

Successful global leaders must be able to:

- See differences
- Make connections
- Adjust
- Integrate and lead change
- Localize



Sources: Adapted from Bird & Osland (2004); Osland (2008)

# GLOBAL 100 INSPIRATIONAL LEADERS 2022



Who are they?

Elon Musk

Bill Gates

Ma Huateng

Mary Barra

Richard Branson

Mukesh Ambani

Eric Yuan

Sanna Marin

Global Leaders

# Global Leadership Competencies

Successful global leaders must be able to:

- See differences
- Make connections
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- Localize



Mukesh Ambani

Mary Barra





## Global Leaders

In 2019, 181 chief executives from the Business Roundtable, an association of leaders of the largest U.S. corporations, signed a statement pledging to run their companies “for the benefit of all stakeholders—customers, employees, suppliers, communities, and shareholders.”

## Scenario Planning:

Managers are now more interested  
In “what-if” planning instead of  
planning for a single set of events.

Multi-domestic company Royal  
Dutch Shell is a pioneer in using this  
technique in response to possible oil  
shortages.

Shell Scenarios Video: <https://youtu.be/srY-hJuqYTM>

Shell energy to 2050: <https://youtu.be/jQ2uIPeiEYQ>



Scenario planning is used more frequently today. Bain and Company's annual survey queries 13k respondents from more than 70 countries about the use and utility of management tools. In 2014, 18 percent of respondents reported using scenario planning and 60% said they expected to use it in 2015.

There is scenario planning and effective scenario planning. What is effective scenario planning?

Effective scenario planning enables managers to view the future differently- helping them get out of their mental mind-sets. This is called “re-perceiving.”



# Business Ethics

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- Ethics: moral guidelines that govern behavior
- Subjective and open to interpretation—moral behavior can vary from individual to individual or culture to culture
- An action can be **LEGAL** but not **ETHICAL**

# Approaches to Business Ethics



- Amoral Business: Will do anything to profit, including breaking the law
- Legalistic Business: Will follow the letter of the law, but nothing more
- Responsive Business: Recognizes that there are tangible benefits to behaving ethically
- Ethical Business: Places ethics at the core of its mission and business model



# BLACKFISH

## Consequences of Unethical Behavior

- Sea World
- Response: Public outcry, bands and entertainers canceled concerts at SeaWorld
- Impact: SeaWorld saw attendance drop and lost over \$15 million in 2014



## Consequences of Unethical Behavior

Watch “Dark Side of Chocolate” :  
There will be quiz questions for this film