



PERSONA CIENCIA EMPRESA
Universitat Ramon Llull

MASTER IN GLOBAL ENTREPRENEURSHIP AND MANAGEMENT” (MGEM)

GLOBAL ENVIRONMENT & BUSINESS TRENDS

Course Description

Lecturers: Prof. Dr. Carlos Moslares

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Pre-requisites:

Co-requisites:

Consultation schedule: Mondays 4 pm -6 pm
(Office located on the 3rd floor)

Duration: 8 weeks

Course Description

In the face of accelerating turbulence and change, business leaders and policy makers need new ways of creating sustained performance and economic growth. Over the last two decades the world has changed substantially. The economic, political, social, corporate, governmental and personal rules that currently apply are indeed different from those in existence only two decades ago. The global economy now ignores barriers; however, if they are not removed they will cause significant distortions. The roles of both national governments and international organizations have changed as well. The traditional nation-state has lost some part of the power since regions have become more protagonists to explain prosperity.

Also we notice that problems have become more global and therefore the answers should be equally globally oriented. Global warming, labour rights, trade, capital flows and financial crisis, are just some examples of sources of wide-scale global issues.

This course examines changes in the international economy and their effects on society and on the behaviour of companies in this new aged environment. Principally this course aims to analyse the effects of this new wave of globalization on business trends and firms' behaviour.

Topics:

1. Introduction and Overview
2. The Previous Waves of Globalization
 - a. The First Wave of Globalization
 - b. The Second Wave of Globalization (1945-80's)
3. The Present Wave of Globalization: main drivers and consequences
4. The forces that drive the trade flows: the role of the WTO
 - a. Analysis of real trading cases from the WTO (Dispute Settlement Body)
5. Regional Economic Integration Processes.
 - a. Consequences for business: discussion of real business cases taking profit from FTA's.
6. The European Union
 - a. Consequences for domestic and foreign firms
 - b. Challenges and strategic options for Europe's future
7. Going Global
8. Foreign Entry Strategies
 - a. International Trade Tools
9. Global Capital Flows
 - a. FDI flows, Portfolio Flows and others. Consequences for businesses.
 - b. Financial Crises: Banking and Balance of Payments Crisis
 - c. Analysis of the current financial crises.
10. The Labour Markets and Labour Practices
 - a. Challenges faced by companies regarding International Labour Practices: Cases discussions
11. Globalization and Environment: A new challenge
 - a. New opportunities and challenges: discussion of real business cases.

Methodology

The methodology applied to this course is based on:

- High participation to discuss each topic covered in the syllabus.
- Preparation of readings and cases.
- International team working since the groups will be formed by 6-7 students.
 - i. Country Analysis Report
 - ii. Research on one international trade case.

Evaluation:

1. During the first week of class the group will be divided into groups or teams. Each team will be responsible:

- i. For researching a “Country Analysis Report”. These reports will be presented (approx 20 minutes). Each group will write a 10-12 page paper on the issue that the group has examined. This project is worth 20% of the final grade.
- ii. For researching a single Spanish product for exportation outside of the EU in international markets. This project should be presented (approx 20 minutes) This project is worth 30% of the final grade

2. In addition each student is responsible for preparing the case studies and the readings that will be assigned to each lesson. It is expected a dynamic participation from all participants. It accounts for 10% of the final grade.

3. Quizzes 30%

Note: If one student cheats on any quiz or test, automatically the grade allotted to quizzes will be zero.

4. Final Exam 10%

Note: attendance is compulsory and **not more than 2 absences are allowed.**

Cases and Readings

1. "Country Analysis in a Global Village" HBS 9-701-074
2. "The Economics Gains from Trade: Theories of Strategic Trade" HBS 9-796-184
3. "Inequality and Globalization" HBS 9-705-040
4. "The World Trade Organization" HBS 9-703-015 "Stalemate at the WTO: TRIP's, Agricultural Subsidies and the Doha Round" HBS 9-711-043
5. "Note on WTO Disputes: Five Major Cases" HBS 9-703-016
6. "The EU in the 21st century" HBS 9-707-021
7. "What is European Integration really about? A political guide for economists" Journal of Economic Perspectives Vol. 27 Num 3 Summer 2013 pp125-144
8. "Multinationals and Foreign Direct Investment" Darden Business Publishing UVA-G-0613
9. "The financial crisis of 2008" HBS 9-709-036
10. "What went wrong: alternative interpretations of the global financial crisis" by Jan Priewe in the *The world Economy in Crisis* Metropolis 2010
11. "Timberland's CEO on standing up to 65,000 angry activists" Harvard Business Review
12. "Hitting the Wall: Nike and International Labor Practices" HBS 9-700-047
13. "Governance and sustainability at Nike (a) and (b)" HBS 9-313-147 /9-313-146
14. "Challenges of the 21st century: Energy" IESE PN-466-E
15. "The sustainable economy" Harvard Business Review Oct 2011
16. "Haier: Taking a Chinese Company Global in 2011" HBS 9-712-408
17. "Belco Global Foods" HBS 9-211-033
18. "Eurofragrance: tapping into the Market Halal Market" IESE SM 1575-E
19. "Gallina Blanca Star- Africa" IESE M-1238-E
20. "Language and Globalization: "Englishnization" at Rakuten" HBS 9-imate change, industrial policy and free trade" Harvard Kennedy School HKS Case #1992.0
21. "Denmark: globalization and the welfare state" HBS 9-709-015
22. Other Spanish Business Cases (source: www.icex.es) :
 - a. MANGO
 - b. CAMPER
 - c. TABERNAS LIZARRAN
 - d. MARTIN CODAX
 - e. LORPEN
23. Cases from the WTO
 - ✓ a. Note on WTO Disputes: Five Major Cases. Harvard Business Cases 9-703-016
 - ✓ b. Russian Federation- Recycling fee on motor vehicles. WTO document: **WT/DS462/1**
 - ✓ c. China- Measures imposing anti-dumping duties on High Performance Stainless Steel Seamless Tubes. WTO document: **WT/DS460/1**
 - ✓ d. Colombia- Measures relating to the importation of textiles apparel and footwear: request for consultation by Panama. WTO document: **WT/DS461/1**

- ✓ Malaysia: leveling regulations on natural rubber condoms and the WTO TBT agreement. WTO Case study 24
- ✓ Nepal: exports of Ayurvedic Herbal Remedies and SPS Issues. WTO Case study 31
- ✓ The Indian shrimp industry organizes to fight the threat of anti-dumping action. WTO Case study 17

WEB Pages

- 1) <http://www.pbs.org/wgbh/commandingheights/lo/index.html>
- 1) www.imf.org
- 2) <http://www.imf.org/external/pubs/ft/weo/2008/01/weodata/index.aspx>
- 3) <http://www.worldbank.org/>
- 4) <http://ddp-ext.worldbank.org/ext/DDPQQ/member.do?method=getMembers&userid=1&queryId=135>
- 5) <http://www.undp.org/>
- 6) http://www.wto.org/english/thewto_e/thewto_e.htm
- 7) <http://www.unctad.org/Templates/StartPage.asp?intItemID=2068&lang=1>
- 8) <http://www.iadb.org/index.cfm?Language=english>
- 9) <http://comtrade.un.org/>
- 10) http://www.comercio.mityc.es/comercio/bienvenido/pagPresentacion_en.htm?in=4
- 11) http://www.icex.es/icex/cda/controller/pageICEX/0,6558,5518394_5518974_5536731_0_0_-1,00.html
- 12) <http://www.gmid.euromonitor.com/Default.aspx>
- 13) <http://mkaccdb.eu.int/mkaccdb2/indexPubli.htm>
- 14) <http://www.icontainers.com/main/index.iface>
- 15) <http://www.x-rates.com/d/MXN/EUR/graph120.html>
- 16) http://europa.eu/index_en.htm

1) Tentative Structure of the final project on foreign trade (from Spain)

*Aprox. 20-25 pages (doubled space- Times New Roman 12)

The following is merely a suggestion on how to compose your final project; you are welcome to deviate or adhere to this general scheme as much or as little as you please.

- Project abstract (a synopsis of your overall work)
- Index
- Introduction
- The product
 - An overview of the world market, the producers, the main exporters, the main importers, etc...
- The destination market
 - Current economic, commercial and financial climate/situation
 - Relation with Spain
 - Relation to the rest of the world
 - Tariffs or other relevant barriers to the exportation/importation of the chosen good
- The demand in the destination market
- Transportation costs, other associated costs, logistics, etc...
- The supply in the destination market
- Commercialization factors or issues
- SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
- Conclusions
- Annexes

2) Tentative Structure of the final Country Analysis Report

(15 pages aprox.)

- Project abstract (a synopsis of your overall work) 10-15 lines
- Index
- Analysis PESTEL
 - Politics
 - Economics
 - Sociology
 - Technology
 - Environment
 - Legislation
- Conclusion: state your point of view.
- Bibliography (Harvard style)

Countries:

- 1) INDONESIA
- 2) CHINA
- 3) PHILIPINES
- 4) COLOMBIA
- 5) BRASIL
- 6) GERMANY
- 7) MOROCCO

Plagiarism:

Please read this section carefully as it refers to a matter of great importance. If you have used ideas, diagrams, expressions etc. from some book or article, you must refer to them. What is PLAGIARISM? It is the unacknowledged use of other authors', including other students' work. Those who steal others' ideas and present them as their own have no place in this Program.

Professional Guest Speakers: (It needs to be confirmed)

- 1) Joaquim Sesé (CORGRAP) www.corgrap.com
- 2) Ricard Camp

Professional Visits: (pending to confirm)

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BARCELONA ACTIVA

EUROFRAGANCE

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Date	Topic- Activity	Readings	Quizzes /Exams
03-09-2014	Introduction		
05-09-2014	The first wave of globalization The second wave of globalization	<ul style="list-style-type: none"> • What should people know about globalization • Business Trends 2014 	
08-09-2014	The third wave of globalization	<ul style="list-style-type: none"> • Country analysis in a global village 	
10-09-2014	Country Analysis Presentations		
15-09-2014	From the GATT to the WTO	<ul style="list-style-type: none"> • The Economic Gains from trade: Theories of strategic trade • The WTO • Stalemate at the WTO: Trips, Agricultural Subsidies and the DOHA Round 	
18-09-2014	The WTO: Disputes	<ul style="list-style-type: none"> • Note on WTO Disputes: Five major disputes • WTO: Cases 	X
22-09-2014	Economic Blocs	<ul style="list-style-type: none"> • The EU in the 21st Century 	
26-09-2014	Economic Blocs: The EU	<ul style="list-style-type: none"> • What is European Integration really about? A political guide for economists. • Political Credit Cycles: the case of the Eurozone • Europe: A time for change • The world in 2020- making Europe more flexible in a changing world 	
29-09-2014	Going Global	<ul style="list-style-type: none"> • Business Case: Eurofragance 	
01-10-2014	Foreign Entry Strategies		
3-10-2014	Tools in International Trade: Incoterms Custom Regims		
6-10-2014	Methods of Payment: Letter of Credit		

	Forward Exchange Rates		
08-10-2014	Presentations and discussion Business Cases	<ol style="list-style-type: none"> 1. Mango (Team #1) 2. Camper (Team #2) 3. Tabernas Lizarran (Team # 3) 4. Martin Codax (Team # 4) 	
10-10-2014	Presentations and discussion	<ol style="list-style-type: none"> 5. Lorpen (Team # 5) 6. Gallina Blanca (Team # 6) 7. Haier (Team # 7) 	
13-10-2014	Capital Flows Financial Crisis	<ul style="list-style-type: none"> • Multinationals and FDI • The financial crisis • What went wrong: alternative interpretations of the global financial crisis 	
15-10-2014	Labor Practices and environmental issues	<ul style="list-style-type: none"> • Hitting the wall: Nike and International Labor Practices • Governance and sustainability at NIKE (a) and (b) • Timberland's CEO on standing up to 65,000 angry activists. • Denmark: Globalization and the welfare state. 	
17-10-2014	Final International Trade Projects		Final Exam

