BUSINESS IN THE ERA OF GLOBALIZATION
Study Abroad: Geneva
Summer, 2009

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NSLC Headquarters (Chicago): 1-800-994-NSLC or 1-800-994-6752
NSLC Website: http://www.nslcleaders.org
AU College Credit option Website: http://www.american.edu/registrar/nslc/

Topic Outline

This course explores the character of our contemporary condition, which some call globalization, as it relates to the making and selling of products and services. Understanding what globalization entails is crucial because, whether we like it or not, it impacts our everyday lives in a very profound manner. Typically this course focuses on the economic dimensions of globalization and how it has shaped the ways in which businesses operate.

Specifically, the course explores current patterns and their roots in international trade, manufacturing, finance, and consumption. We situate these patterns in the context of economic and political changes referred to as “globalization” and identify the key actors involved in spurring and managing these patterns. Using relevant case studies and contemporary controversies, the course aims to provide you with an overall framework for understanding how webs of global manufacturing, marketing, and consumption underpin today’s urgent economic and political questions.

Since you will be visiting the heart of the financial center of the United States in New York, I will encourage you to contemplate the role of financial markets and the roots of the economic crisis in the United States as they respond to and shape the context in which international business must function. Being close to Ground Zero will also allow us to contemplate more deeply the risks involved with globalization. The idea would be to look starkly at the current reality so as to generate better strategies for your future endeavors.
Course Content

This syllabus lists the main areas of discussion without defining the exact session sequence to accommodate our schedule while in Geneva:

- Course introduction
- Logistics (getting connected to the AU system)
- **Economic integration and capitalism**
  - Overview – Economics
  - Major debate: state-led or market-led economy? (= to regulate or not to regulate?)
    - Video and discussion
  - Basics of economic integration – the elements of capitalism that drive towards integration
    - Competition, efficiency, specialization and comparative advantage
- **Global integration: Risks and Implications**
  - Variety of actors involved
    - Mapping the actors of the global economy (macroeconomics)
    - The big players and power
      - The case of Wal-Mart, the Rise of China and the US foreign-debt issue
    - The international system and sovereignty
      - Corporate might
      - Global commons
      - Global governance: IFIs and intergovernmental trade organizations
  - Unprecedented levels of interconnectedness and instability
    - The post-industrial economy
    - International finance flows/fluctuations – FDI
    - The case of the global food crisis
    - Migration
  - Not everyone starting on the same foot → social, cultural and economic implications
- **Globalization and integration (and its counterpart – fragmentation / tribalism)**
  - What is globalization?
  - Where does it come from?
  - What are some of its effects?
    - Integration v. fragmentation (Jihad v. McWorld)
  - Reactions against globalization
- **Reflections**
  - What role has international business played in this process?
  - How have sports changed because of it?
  - The way ahead in economic integration: Strategies / ideas
Assignment Grading

Your assignments’ due date depends on the NSLC session in which you are participating.

<table>
<thead>
<tr>
<th>NSLC Session</th>
<th>Journals Due Date</th>
<th>Paper Due Date</th>
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<tr>
<td>Geneva: August 1 – 12</td>
<td>August 16, 2009</td>
<td>September 5, 2009</td>
</tr>
</tbody>
</table>

Your assignments must be submitted via the Assignments Manager on Blackboard. (See instructions below.)

Your grade (A to F) will be based on successful and timely completion of the written assignments listed below. An “A” grade will only be awarded for superior work that demonstrates a mastery of the concepts discussed in class and reflects thorough and thoughtful research conveyed in well written assignments. A “B” grade will be awarded for good work, and a “C” grade for average work. Substandard, incomplete, or otherwise unacceptable work will received either a “D” or “F”.

As an American University independent-study student, you may ask that your work be graded on a “pass/fail” basis. See the Frequently Asked Questions sheet attached to this syllabus for further information about this option.

Once your work has been graded, you will be sent an official American University transcript. You will be asked to complete a transcript request form on the first day of classes. Please be sure that you fill this form out carefully and accurately.

Finally, please keep a copy of all materials submitted to your professor, as the originals will not be returned.

The Grading Schedule and Your Assignments

<table>
<thead>
<tr>
<th>Grade Weights – Percentage of Final Grade</th>
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<tbody>
<tr>
<td>Classroom Participation</td>
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<tr>
<td>One-Credit Option</td>
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<tr>
<td>Three-Credit Option</td>
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Classroom Participation

Attendance will be taken at each class. You will receive a weighted grade for the quality of your participation as student for each hour of class. This means the following: If we’re watching a movie, you must be attentive. If you are asked to prepare to speak about something for class (even on the first day), you will be graded on the level of preparation of the response. I expect active participation during lectures and group activities.

Reflexive Journal

For your reflexive journal, you should reflect upon your visits to the trade-relevant institutions that we will be visiting during the trip. Better journals will attempt to analyze how these institutions and factories relate to the concepts that we cover in class. You can write up to one page per institutional visit.

The journal should adhere to the following instructions:
- All of your journal entries should fit into a single document, with each journal entry separated by a page break. Be sure to put the place visited or the activity and the date as the title to each journal entry.
The document should be saved with a title with the following format:
  - “LastnameFirstInitial - journal”: e.g. SmithM - journal

At the top of the first page on the right-hand side, be sure to include the following information:
  - Your name
  - Course name
  - Dates of Session
  - Professor’s Name
  - Date on which you are turning the work in

Each page, except the first, needs to be numbered.

Papers should have no grammatical or spelling errors. Try to convey your ideas in simple sentences, and proofread your work carefully before uploading it.

The Essay

You are required to elaborate a research paper to fulfill the course requirements. Please see the Assignments Section on Blackboard for the range of topic possibilities. In the table below, please find the approximate word requirement and the expected number of texts to be cited from the various reading folders on the Blackboard course page plus other sources that you will research on your own that are pertinent to the selected topic.

<table>
<thead>
<tr>
<th>Essay Requirements</th>
<th>Number of Words</th>
<th>Number of readings to cite</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-Credit Option</td>
<td>1000</td>
<td>3 texts + outside sources</td>
</tr>
<tr>
<td>Three-Credit Option</td>
<td>3000</td>
<td>5 texts + outside sources</td>
</tr>
</tbody>
</table>

If you elaborate your own paper topic with me and the required texts are not sufficiently pertinent to your topic, then you must compensate through even more sources obtained through research.

All papers must meet the following minimum standards:
  - Your document should be saved with a title with the following formats:
    - “LastnameFirstInitial – essay”: e.g. SmithM - essay
  - At the top of the first page on the right-hand side, be sure to include the following information:
    - Your name
    - Course name
    - Dates of Session
    - Professor’s Name
    - Date on which you are turning the work in
  - The title to your work should be centered at the top of the essay after your personal identification information
  - Each page, except the first, needs to be numbered.
  - Papers should have no grammatical or spelling errors. Try to convey your ideas in simple sentences, and proofread your work carefully before turning it in.
  - Academic journals and books are priorities in terms of sources for your analysis. If you use the Internet for research, then use either official organization websites or reputed websources for analysis. (Wikipedia and Microsoft Encarta are not considered reputable sources for academic work.)
  - References to authors must be cited using a standard citation method. (See the online resources listed in the bibliography at the end of this syllabus or on the course website on Blackboard for guidelines for
appropriate citation formats.) Either footnotes or endnotes are acceptable. When an author's work is paraphrased, credit must be given to the author, preferably in the body of your paper and in a footnote/endnote. Anything quoted must be indicated with quotation marks and a citation. A quote used without quotation marks is plagiarism, even if the author is cited. Any form of plagiarism will result in a zero in the course.

**How to turn in work electronically**

All assignments should be turned in via Blackboard’s Assignment Manager.
1. Sign on to Blackboard.
2. Go to the course webpage.
3. Click on “Assignments”
4. Scroll down to the respective assignment link to upload your work.

The program can accept a document that is prepared using either Microsoft Word or Corel Word Perfect, or that has been formatted as an Adobe PDF file. Please remember to write down the date and time that you made the submission for your records.

To be extra sure that your professor gets your work, you can also send the work via e-mail to: profetamara@gmail.com. For the assignment to count, however, it must be submitted through the Blackboard system.

**Academic Integrity**

All students are governed by American University's Academic Integrity Code. The Academic Integrity Code details specific violations of ethical conduct that relate to academic integrity. By registering, you have acknowledged your awareness of the Academic Integrity Code, and you are obliged to become familiar with your rights and responsibilities as defined by the code. All of your work (whether oral or written) in any and all classes is governed by the provisions of the Academic Integrity Code. Academic violations include but are not limited to: plagiarism, inappropriate collaboration, dishonesty in examinations whether in class or take-home, dishonesty in papers, work done for one course and submitted to another, deliberate falsification of data, interference with other students’ work, and copyright violations. The adjudication process and possible penalties are listed in American University's Academic Integrity Code booklet, and is also available on the American University website. Being a member of this academic community entitles each of us to a wide degree of freedom and the pursuit of scholarly interests; with that freedom, however, comes a responsibility to uphold the high ethical standards of scholarly conduct.

The full code is available on-line at [http://www.american.edu/academics/integrity/code.htm](http://www.american.edu/academics/integrity/code.htm)
Please note that readings more specific to the issues covered in class will be posted on Blackboard. Please refer to the “Readings” folder on the course website under the section entitled “Course Documents.”

Required Readings


**Recommended Readings**


* Readings will be made available on Blackboard.

- Each of the three episodes is 2 hours in length. You can access all of them online.

**Index of all three episodes of Commanding Heights:**


**Episode 1 “The Battle of Ideas” – downloads by chapter:**


**Episode 2 “The Agony of Reform” – downloads by chapter:**


**Episode 3 “The New Rules of the Game” – downloads by chapter:**

- [http://www.pbs.org/wgbh/commandingheights/lo/story/ch_menu_03.html](http://www.pbs.org/wgbh/commandingheights/lo/story/ch_menu_03.html)

**Glossary of Important Terms:**

BIBLIOGRAPHY – ACADEMIC INTEGRITY

American University’s Academic Integrity Code:
   ○ http://www.american.edu/academics/integrity/code.htm

American University’s full publication on Academic Integrity (27-page .pdf file):
   ○ http://www.american.edu/academics/integrity/academic_integrity07.pdf

Plagiarism Resources
   • Avoiding Plagiarism
     ○ http://www.writing.northwestern.edu/avoiding_plagiarism.html
   • Plagiarism.org
     ○ http://www.plagiarism.org/
   • What is Plagiarism?
     ○ http://www.plagiarism.org/learning_center/what_is_plagiarism.html
   • Preventing Plagiarism
     ○ http://www.plagiarism.org/learning_center/preventing_plagiarism.html

Online Citation Style Resources

Resources on citing Internet sources
   • Bedford / St. Martin’s Guide to citing on-line sources in all three styles
     ○ From this webpage you can find the correct citation format for 7 different kinds of Internet sources for each kind of citation style – MLA, APA and Turabian. You will find the Turabian style under the Chicago Style links.
     ○ http://www.bedfordstmartins.com/online/citex.html
   • APA’s authoritative website on how to cite web resources in correct APA format
     ○ This is a very good source to go to first if you are using APA as your citation style before visiting Bedford/St. Martin’s. If you do not find what you are looking for here then visit the others.
     ○ http://www.apastyle.org/elecsource.html
   • APA’s rules on in-text citations of electronic material
     ○ http://www.apastyle.org/electext.html
   • The Ohio State University Quick Guide: Citing Net Sources
     ○ http://liblearn.osu.edu/tutor/les7/guide.html

Internet Resources on MLA/APA styles
   • Landmarks Son of Citation Machine
     ○ This “citation machine” allows you to enter in your bibliographic source information into a form and then it gives you the correct citation format in the MLA or APA formats. It has yet to finish the Turabian style machine however.
     ○ http://citationmachine.net/
   • University of Maryland University College Citation Guides
     ○ On this website, in addition to being able to access their citation guides for each style, you can go through a citation tutorial.
     ○ http://www.umuc.edu/library/citationguides.shtml
   • The University of California Berkeley Library Guide on the importance of citing your sources
- This is a brief overview of the UC-Berkeley system’s explanation of why and how to cite sources in your papers.
- [http://www.lib.berkeley.edu/TeachingLib/Guides/Citations.html](http://www.lib.berkeley.edu/TeachingLib/Guides/Citations.html)

**MLA Citation Style**

- **Purdue University Owl MLA Formatting and Citation Guide**
  - This resource provides information on how to format according to the MLA style as well as how to make in-text citations as well as footnotes according to MLA.
  - [http://owl.english.purdue.edu/owl/printable/557/](http://owl.english.purdue.edu/owl/printable/557/)
- **MLA: “How to document Web sources in the works-cited list**
  - This is a direct explanation from the Modern Language Association on how best to cite sources from the Internet in the “Works Cited” section
  - [http://www.mla.org/style_faq4](http://www.mla.org/style_faq4)
- **The University of California Berkeley Library MLA Style Citation Guide**
  - This 7-page .pdf file explains to you what your bibliographic entries should look like in the references section as well as what your in-text citations should look like according to the MLA style. It also does a good job in covering electronic sources of information.
  - [http://www.lib.berkeley.edu/TeachingLib/Guides/MLAstyle.pdf](http://www.lib.berkeley.edu/TeachingLib/Guides/MLAstyle.pdf)

**APA Citation Style**

- **APA Style Essentials from Vanguard University**
  - This is a good guidelines page for most of the APA-style rules. You can also download it in .pdf format.
- **The University of California Berkeley Library APA Style Citation Guide**
  - This 4-page .pdf file explains to you what your bibliographic entries should look like in the references section as well as what your in-text citations should look like according to the APA style.
  - [http://www.lib.berkeley.edu/TeachingLib/Guides/APAstyle.pdf](http://www.lib.berkeley.edu/TeachingLib/Guides/APAstyle.pdf)
- **St. Cloud State University Literacy Education Online – APA In-text citations**
  - This resource only covers how to do in-text (parenthetical) citations according to APA style
  - [http://leo.stcloudstate.edu/research/apaintext.html](http://leo.stcloudstate.edu/research/apaintext.html)
- **Concordia University Libraries (Canada) – APA Citation Guide (2007)**
  - This is a basic guide with examples of how to apply the APA-style format to your bibliographic sources.
- **Purdue University Owl APA Formatting and Citation Guide**
  - This particular page only covers APA formatting, however at the end you will find links for how to do in-text citations, footnotes, endnotes, reference lists according to APA style.
  - [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/)
- **The American Psychology Association’s citation style homepage**
  - You can purchase their book from this site.
- **University of Minnesota Crookston APA Format**
  - This could be used as a secondary resource in case you cannot find the information you need on APA style elsewhere.
  - [http://www.crk.umn.edu/library/links/apa5th.htm](http://www.crk.umn.edu/library/links/apa5th.htm)
• List of APA resources:
  ○ If you cannot find a response in any of the websites above then you can visit some of the pages listed here.
  ○ http://www.psywww.com/resource/apacrib.htm

Turabian Citation Style
• Kate L. Turabian’s A Manual for Writers of Research Papers, Theses and Dissertations
  ○ This is the official Turabian website that includes a quick guide that clearly distinguishes between types of citations as well as explaining what is new in the 7th edition. Almost all of the information below is based on the 6th edition.
  ○ http://www.turabian.org/turabian_citationguide.html

• University of California-Berkeley Library Turabian and Chicago Styles Citations
  ○ This 6-paged .pdf file focuses on the difference between using footnotes/endnotes and parenthetical citation. It is a good resource if you are planning to use Turabian style but you are not sure whether you prefer footnotes or in-text citations.
  ○ http://www.lib.berkeley.edu/TeachingLib/Guides/Chicago-Turabianstyle.pdf

• University of Connecticut Libraries Turabian Citations
  ○ This 7-paged .pdf file is a solid reference for Turabian style – 6th edition. It was last updated in 2002 however.

• Arizona State University Graduate College Turabian Style Guide Quick Reference
  ○ This site only focuses on the formatting aspect of Turabian Style
  ○ http://www.asu.edu/graduate/format/styleRefs/Turabian.html

• Concordia University Libraries (Canada) – Turabian Citation Guide (from 2000 – a two-page .pdf file)
  ○ http://www.library.concordia.ca/help/howto/turabian.pdf