
BADM 1004 - Age of Globalization

Spring 2020

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Office Hours: Tues/Wed 11.00 AM -12:00 PM
or by appointment

Course Description

This required freshman course takes a multidisciplinary approach to developments and tensions in the digital economy regarding the globalization of people, markets, knowledge, and firms. The course assesses critical issues in the geopolitical and economic landscape with an emphasis on global megatrends and their impacts. The overriding theme of the course addresses the important question: Is globalization in the modern era good or bad – and for whom. In this class, students learn how to analyze newsworthy global events and issues, understand how events/issues are shaped by unique geographic, historic, political, economic, social and cultural context, and apply these concepts to their understanding of the changing global environment.

In-class instruction will include a combination of lectures, discussions of assigned readings, and in-class activities. Articles in the business press will be used to facilitate discussion on real-world issues.

Course Objectives

By the end of this course, students will be able to:

1. Identify major events in the history of globalization and define globalization in the digital economy (weeks 1&2).
2. Chart the frameworks and theories that shape global trade and financial flows including an overview of global governance institutions and the role of the MNE (weeks 3-6).
3. Develop an understanding of the global political framework and recognize challenges of national culture (weeks 7&8).
4. Analyze the impact of global demographic trends (week 11).
5. Describe the tradeoffs between global growth and environmental impact, and evaluate sustainability alternatives (week 13).
6. Evaluate the impact of pervasive technological changes, innovation, and the future of work (week 12).
7. Assess the rise of global extremism and violence (week 14).

Prerequisites –

None

Textbooks & Materials

Textbook:

“Globalization: A Very Short Introduction”, 4th Edition. Manfred Steger. Oxford University Press. ISBN-13:978-0198779551 ISBN-10:019879550.
Please make sure you purchase the 4th edition.

Additional Reading:

See the “Readings and Podcasts/Videos” section of this syllabus for the textbook chapters, articles, podcasts, and videos that students need to read/watch/listen to each week.

Additional required readings may be accessed through Gelman Library or on the Internet.

Class Attendance, Preparation and Participation

Your learning in this class will significantly depend on class preparation and participation in the in-class discussions. Preparation for class includes completing the required readings, watching the assigned videos, and listening to assigned podcasts.

The mid-term exam, final exam, and assignments will be based on material covered in class. It is recommended that students attend all classes and take notes to be successful in the exams and assignments.

Device Use During Class

Students need to bring a phone, laptop or tablet to class and to be ready to use TurningPoint from the beginning of class each week.

Technology

Blackboard:

Information on additional readings, syllabus, assignments, grades and any announcements will be on Blackboard. All assignments will be submitted via Blackboard.

TurningPoint:

Most classes will begin with a short multiple-choice quiz that will be administered through the Turning Point platform.

Students can respond to the quiz using a Turning Point clicker, smart phone, tablet, or laptop. If you use your own device then you will need to purchase the Turning Point app from either the Apple store or Google store. Each student also needs to purchase a Turning Point subscription and then register their subscription on our class Blackboard page. Further information will be posted on the class Blackboard page.

Respondus Lockdown Browser:

The midterm and final exam will be administered via Blackboard using Respondus. Students will need to bring a laptop on that day because those exams will be taken in the classroom.

If you have any problems with the software in this course, please reference the Technology Help link in the left navigation menu in the Blackboard course on Blackboard.

Assessment

Regular attendance is required. Students who fail to regularly attend the class (more than three unexcused absences) may not receive course credit.

All students will be assessed on the following:

	Type of assessment.	Details.	Number of assessments	Value of each assessment.	Total value.
1	Reading quizzes.	Held at the start of class using TurningPoint (no make-ups). These are short multiple choice quizzes.	10 (out of 11 – lowest grade will be dropped)	1%	10%
2	Participation.	Based on participation in the discussion sections, in-class activities, etc.	10	1%	10%
3	Mid-term exam.	During class time. Respondus Lock-down Browser Required. Multiple choice and short answers.	1	20%	20%
4	Final exam.	During exam week. Multiple choice, short answer, essay. Exam is cumulative.	1	30%	30%
5	Individual assignments.	Due in Weeks 3&6 – see Blackboard for details.	2	5%	10%
6	Group project.	Due in Week 14 – see Blackboard for details.	1	20%	20%

Late work is not accepted in this class without prior instructor approval.

Assignment Details

Individual Assignments 1 & 2:

For each assignment students will choose three terms from a list of key course terms and concepts. For each concept, students will provide a unique definition in their own words, an overview of the context in which the term is used, and a real world example that supports their definition. In Assignment 2 students will also demonstrate how the concept connects to other course concepts. Each of the two assignments will be approximately 600 words. See Blackboard for additional details.

Group Project:

The group project will answer a core question related to globalization in 2020. Each group will create concept maps to support their answer and they will also produce a five-minute multi-media presentation. See Blackboard for additional details. Groups will be formed after spring break.

Grading

The following grade scale will be used in this course:

94-100	A
90-93.99	A-
87-89.99	B+
84-86.99	B
80-83.99	B-
77-79.99	C+
74-76.99	C
70-73.99	C-
60-69.99	D
0-59.99	F

Office Hours

Please take advantage of my office hours. If you are not on campus during my office hours you are welcome to send me an email and set up an appointment. I encourage anyone with comments/questions on the course content or discussions to discuss it with me.

Weather

If the University is closed due to inclement weather, the course will be held online. All students are expected to participate via a Blackboard Collaborate Sync Session at the usual class time.

Course Outline

Week #	Week Starting	Assessment
1 - Introduction to Globalization and Course	1/13	
2 - History of Globalization and Globalization 4.0	1/20	
3 – World Trade Overview	1/27	Individual Assignment 1. Due at end of week 3.
4 – The Global Economic Framework & the Role of the MNE (multinational enterprise)	2/3	
5 – Global Financial Flows and the Future of Money	2/10	
6 - Global Governance Institutions and Regulatory Frameworks	2/17	Individual Assignment 2. Due at end of week 6.
7 - The Global Political Framework, Nation-states, and Immigration	2/24	
8 – Global Cultural Considerations	3/2	
9 - MIDTERM EXAM	3/9	MID TERM EXAM
10 - Spring Break - No class	3/16	Spring Break.
11 – The Inexorable Pressure of Changing Demographics	3/23	Group project: project plan due.
12 - Technology, Innovation and the Future of Work	3/30	Group project: draft due.
13 – The Global Environment and Sustainability Tradeoffs	4/6	
14 – Positive and negative outcomes of globalization (global poverty, income inequality, violence and extremism, pandemics, etc.)	4/13	Group project due at end of Week 14.
15 – Final Exam Review	4/20	

The final exam will be held during final exam week.

Week 1 – What is Globalization

- Textbook: Chapter 1
- Article: "What is Globalization and Why It Matters in 2019"
<https://www.thestreet.com/politics/what-is-globalization-14813513>
- Article & Watch Embedded Video: "Global Flows in a Digital Age."
Video title is, "Business leaders discuss how globalization is going digital."
<https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/global-flows-in-a-digital-age>
- Podcast: BBC Business Daily: "Taking football global."
<https://www.bbc.co.uk/programmes/w3csy7kq>

Week 2 – History of Globalization

- Textbook: Chapter 2
- Article: "Globalization Isn't Dying, It's Just Evolving."
<https://www.bloomberg.com/graphics/2019-globalization/>
- Article: "Davos 2019 Is All About 'Globalization 4.0.'" So What is That?" by Shawn Donnan
<https://www.bloomberg.com/news/articles/2019-01-22/davos-2019-is-all-about-globalization-4-0-so-what-is-that>
- TED Talk Stephen Beard - "Why will future globalisation be so different". - December 10 2019. <https://www.youtube.com/watch?v=qHBoxRdd08o#action=share>

Week 3 – Introduction to Global Trade

- Article: Explaining Trade Patterns: Theory and Evidence:
<https://ourworldindata.org/trade-and-globalization#explaining-trade-patterns-theory-and-evidence>
- Book Chapter: "What is International Trade Theory?"
https://saylordotorg.github.io/text_international-business/s06-01-what-is-international-trade-th.html. Read from the beginning through the classical theories. Skim the modern theories. Read from "which trade theory is dominant" to end.
- Podcast: "Will 3D-Printing Increase Trade?" <https://www.piie.com/experts/peterson-perspectives/trade-talks-110-will-3d-printing-increase-trade-hear-all-about-it>

Week 4 – Economic Dimensions

- Textbook: Chapter 3
- Article: "Neoliberalism must be pronounced dead and buried. Where next?"
<https://www.theguardian.com/business/2019/may/30/neoliberalism-must-be-pronounced-dead-and-buried-where-next>
- "Massachusetts hand-dryer maker gets helping hand from U.S.-China trade war"
<https://www.reuters.com/article/us-usa-trade-handdryers/massachusetts-hand-dryer-maker-gets-helping-hand-from-u-s-china-trade-war-idUSKBN1YF19J>
- TED Talk – "The Transformative Power of the Multinational Business"
<https://www.youtube.com/watch?v=XLdiBNYGd-Yy-systems/>

Week 5 – Understanding Money and Its Future

- Textbook: Review Chapter 3
- Article: "Five predictions for the future of money".
<https://www.raconteur.net/finance/predictions-future-money>
- Website: Currencies and exchange rates:
<https://www.globalization101.org/currencies-and-exchange-rates/>
- Video: This Giant Beast That is the Global Economy: Episode 5: Counterfeiting Kills Economies (and Helps Them Too).
<https://www.amazon.com/This-Giant-Beast-Global-Economy/dp/B07MLYZ7D>
- Video: The Future of Money
https://www.ted.com/talks/nehu_narula_the_future_of_money?language=en

Week 6 – Global Institutions and Governance

- Textbook: review Chapter 3 (pp. 38-41) and read Chapter 4 (pp. 72-78)
- Article: "What's Next for the WTO?" <https://www.cfr.org/background/whats-next-wto>
- Article: "What are the main criticisms of the World Bank and IMF?"
<https://www.brettonwoodsproject.org/2019/06/what-are-the-main-criticisms-of-the-world-bank-and-the-imf/>
- Podcast: Trade Talks Episode 9: Happy 70th GATTiversary—The Origins of Multilateral Trade:
<https://www.piie.com/experts/peterson-perspectives/trade-talks-episode-9-happy-70th-gattiversary-origins-multilateral>

Week 7 – Nation States

- Textbook: Chapter 4 (pp. 62-72)
- Article: "The Beginning of the End of the Nation State."
<https://www.forbes.com/sites/marklyallgrant/2019/01/03/the-beginning-of-the-end-of-the-nation-state/#4bf47a5a21dc>
- Article: "International Law and the Threat to Sovereignty."
https://www.theepochtimes.com/international-law-and-the-threat-to-sovereignty_2709352.html
- Article: For Venezuela's Neighbors, Mass Migration Brings Economic Costs and Benefits. <https://blogs.imf.org/2019/11/21/for-venezuelas-neighbors-mass-migration-brings-economic-costs-and-benefits/>
- Video: "Nations, States, and Nation States." <https://www.youtube.com/watch?v=sa-41DBGHfw>

Week 8 – Culture

- Textbook: Chapter 5
- Article: "Thai community spreads language, culture in Tokyo".
<https://english.kyodonews.net/news/2019/12/d5ff0f4ea5a8-feature-thai-community-spreads-language-culture-in-tokyo.html>
- Article: "Culture in the age of globalization".
<https://doc-research.org/2018/06/culture-in-the-age-of-globalization/>
- Video: ""The culture of science is international" Nobel Laureate Peter Doherty".
<https://www.youtube.com/watch?v=ZSqPrQDiLhs>

Weeks 9&10 – Midterm Exam and Spring Break: No new readings**Week 11 – Global Demographic Trends**

- Article: "How Demographic Change Drives World Trade."
<https://www.ft.com/content/57c516fc-a2b2-11e7-8d56-98a09be71849>
- Article: "Land of the Rising Robot."
<https://www.imf.org/external/pubs/ft/fandd/2018/06/japan-labor-force-artificial-intelligence-and-robots/schneider.htm>
- Article: "International migration: The human face of globalization."
<http://www.oecd.org/insights/43568302.pdf>
- Podcast: Could fruit picking robots solve the labor shortage on British farms?
<https://www.marketplace.org/2019/12/10/could-fruit-picking-robots-solve-the-labor-shortage-on-british-farms/>

Week 12 – Technology and Global Impacts

- Article: "Globalization helps spread knowledge and technology around the globe."
<https://blogs.imf.org/2018/04/09/globalization-helps-spread-knowledge-and-technology-across-borders/>
- Article: "Huawei shrugs off US sanctions as sales grow 18%."
<https://www.ft.com/content/1665bc74-2b0f-11ea-a126-99756bd8f45e>
- Podcast: Financial Times: "China steps up bid for tech self-reliance".
<https://www.ft.com/content/e2c9d6ed-5560-48cb-a7ae-72e26242919f>
- Video: This Beast That is the Global Economy. Episode 4: "A.I. is the future. Will it Keep us Around to Enjoy it?"
<https://www.amazon.com/This-Giant-Beast-Global-Economy/dp/B07MLYRZ7D>

Week 13 – globalization and the environment

- Textbook: Chapter 6
- Article: Harvard Business Review: "The Story of Sustainability in 2018: We Have About 12 Years Left"
<https://hbr.org/2018/12/the-story-of-sustainability-in-2018-we-have-about-12-years-left>
- Article: "Trading tires: How the West fuels a waste crisis in Asia".
<https://www.reuters.com/article/us-asia-waste-tyres-insight/trading-tires-how-the-west-fuels-a-waste-crisis-in-asia-idUSKBN1WX0LD>
- Podcast: Fish Subsidies: Where's the Catch?
<https://www.tradetalkspodcast.com/podcast/116-fish-subsidies-whats-the-catch/>

**Week 14 – Positive and negative outcomes of globalization
(income inequality, violence/extremism, global pandemics/health)**

- Textbook: Chapter 8
- Article: Financial Times. "Terror: The globalisation of extremism".
<https://www.ft.com/content/a181bbda-c8e1-11e5-be0b-b7ece4e953a0>
- Article: "How Anonymous Shell Companies Finance Insurgents, Criminals, and Dictators"
<https://www.cfr.org/report/how-anonymous-shell-companies-finance-insurgents-criminals-and-dictators>
- Article: Harvard Business Review. "40 Years of Data Suggests Ways to Fix the Problems Caused by Globalization"
<https://hbr.org/2018/03/40-years-of-data-suggests-ways-to-fix-the-problems-caused-by-globalization>
- Article: "We can make sure Globalization 4.0 leaves no one behind. This is how."
<https://www.weforum.org/agenda/2019/01/the-case-for-globalization-4-0-in-achieving-the-un-sustainable-development-goals/>

Policies

The following are university- and course-related policies that all course participants should read and understand. Please contact me if you have any questions.

Disability Support Services and Accessibility

Any student who may need an accommodation based on the impact of a disability should contact the [Office of Disability Support Services](#) (DSS) to inquire about the documentation necessary to establish eligibility, and to coordinate a plan of reasonable and appropriate accommodations. DSS is located in Rome Hall, Suite 102. For additional information, please call DSS at 202-994-8250, or consult <https://disabilitysupport.gwu.edu>.

Religious Accommodation

Students should notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty should extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations. Faculty who intend to observe a religious holiday should arrange at the beginning of the semester to reschedule missed classes or to make other provisions for their course-related activities.

Counseling and Psychological Services 202-994-5300

GW's Colonial Health Center offers counseling and psychological services, supporting mental health and personal development by collaborating directly with students to overcome challenges and difficulties that may interfere with academic, emotional, and personal success.

For additional information see:

<https://healthcenter.gwu.edu/counseling-and-psychological-services>

Classroom Emergency Preparedness and Response Information

Please consult the following link for GWU emergency procedures:

<http://gwired.gwu.edu/upd/> Campus police telephone numbers are: GW Campus Police (Emergency) Foggy Bottom – 202.994.6111, GW Campus Police (Non-Emergency) Foggy Bottom – 202.994.6110

GW Campus Advisories is the University's principle method used for communicating incident-related information, including class cancellations, to the GW community. Visit www.CampusAdvisories.gwu.edu to sign up for Alert DC (text message alerts) and download GW Alert (desktop notifications). In addition, the University posts recorded messages on the GW Info line 202.994.5050.

Academic Dishonesty

The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty.

The code may be found at: <https://studentconduct.gwu.edu/code-academic-integrity>

Acceptable Use Policy for Computing Systems and Services

All members of the George Washington University must read and comply with the [Acceptable Use Policy](#) when accessing and using computing systems and services, including email and Blackboard. Please read the [Acceptable Use Policy](#) to familiarize yourself with how GW systems are to be used ethically.

Sharing of Course Content

Unauthorized downloading, distributing, or sharing of any part of a lecture or course materials, as well as using provided information for purposes other than the student's own learning may be deemed a violation of GW's Student Conduct Code.

Use of Student Work (FERPA)

The professor will use academic work that you complete during this semester for educational purposes in this course during this semester. Your registration and continued enrollment constitute your consent.

Copyright Policy Statement

Copyright Restriction: Materials used in connection with this course may be subject to copyright protection under Title 17 of the United States Code. Under certain Fair Use circumstances specified by law, copies may be made for private study, scholarship, or research. Electronic copies should not be shared with unauthorized users. If a user fails to comply with Fair Use restrictions, he/she may be liable for copyright infringement. For more information, see the [GW Copyright Policy](#) and [Fair Use guidelines](#).