

BA 545:
Global Business Forum:
Global High Tech
 Fall 2015

Class Time/Location	Mondays 12:30-1:20 Paccar 391	Mondays 5-5:50 pm Paccar 292
Academic Director	Dr. Christina Fong ctfong@uw.edu	

Course website: <http://canvas.uw.edu>

(Speakers, to access the website login using the login name: gbfguest. Password: intl_exec)

OVERVIEW

The Global Business Forum is an MBA class and discussion forum where professionals from around the world share their insights into the complexities of doing business globally - differences encountered, obstacles overcome, advantages discovered, and solutions developed. MBA students interact with these speakers, discuss relevant issues and formulate conclusions and best practices. This forum and class is sponsored by the UW Global Business Center with the support of the U.S. Department of Education Center for International Business Education and Research (CIBER) program.

Objectives:

- To engage with issues arising from doing business and working with people around the world
- To build knowledge of how organizations work differently in different countries and regions.
- To define the additional leadership qualities which are required of global business executives and professionals.
- To learn best practices and skills for global business.
- To meet and build meaningful relationships with global business professionals

YEARLY OVERVIEW & QUARTERLY THEMES

Fall 2015: Global High Tech

This quarter will investigate technology sectors across the world. We'll examine the challenges and opportunities that global companies face when they are exploring, developing, and deploying new technologies. Executives will be asked to ponder whether, how, and why innovation processes differ across countries. We also hope to hear our speaker's predictions on how global business will change in the future—are there big game changers just around the corner?

Winter 2016: Diversity in Global Businesses

Executives will be invited to discuss how they approach and manage the diversity of their global businesses. We will explore how multinational companies deal with workforces that include differences that include (but are not limited to) gender, age, race, religion, sexuality and citizenship. How do companies create organizational cultures that unify employees while respecting real differences that exist between

them? (When) do local cultural values trump organizational values? How can global companies leverage their inherent diversity for competitive advantage and success?

Spring 2016: Doing Business in Europe

The GBF will host executives who have worked in Europe or have built and maintained significant relationships with companies in Europe to share their insights about how recent European developments are affecting their businesses. We will seek multiple perspectives on issues such as the Eurozone crisis and recovery, trans-Atlantic trade, and European immigration to explore how these social, political and economic issues are impacting global business.

COURSE FORMAT

The Global Business Forum functions mostly as an avenue to connect students with distinguished professionals who are shaping and shaped by global dynamics in business. Each class session will be 50 minutes. After a brief introduction by the academic director, executives will speak for about 15-20 minutes to share their experiences and insight, and then we will have a 20-30 minute Q&A session, moderated by student leaders.

COURSE CREDIT

Credit: All MBA students are always welcome at GBF sessions, but must sign up to audit or receive credit. The GBF may be taken for credit and applied to your MBA elective credit up to three times for both day and evening students.

Global Business Certificate: Day students must take or officially audit the GBF three times as part of the Global Business Certificate program. Evening students must take or officially audit it twice for their certificate program. For more information on the certificate, contact Jessica Rush, Assistant Director, MBA Global Programs: jrush73@uw.edu, 206.616.3806

If you are officially auditing the GBF for IP credit, you MUST let me know via the first Post-Speaker Survey.

SPECIFIC COURSE POLICIES

1. COURSE ATTENDANCE

- **Please respect and honor the speakers' generosity in speaking to us. No open laptops during speaker talks and Q&A sessions. If you wish to take notes, please do so by hand.**
- If taken for credit, you must **attend all but one session**. As this is a speaker course, hearing the speakers is key. You get one free miss.
- Any session where more than 5 minutes is missed does not count – this includes leaving early and arriving late.
- You are required to bring and use your nametent for each session.

2. POST SPEAKER EVALUATIONS

After each speaker, please complete a post-speaker evaluation to debrief on the speaker. Each survey should take no more than 10-15 minutes, and are available on the course website.

3. STUDENT DUTIES

In addition to the attendance and weekly survey, each student receiving course credit must perform one of the following duties through the course of the quarter. You will sign up for your duty on the first day of class. Due dates for each of these duties are on Canvas.

Students receiving IP credit must complete all post-speaker evaluations and attend all sessions. Students receiving full credit must complete all post speaker evaluations, attend all sessions and sign up for at least 1 student duty.

You will sign up for your duty on the first day of class, and a list of the assigned student duties with associated due dates is available on Canvas.

1. **Summary/Reactions** (typically due the Friday after your speaker's visit): Please post 3-4 paragraphs to your speaker's discussion board where you summarize the speaker's comments and discuss how the speaker changed (or did not change) your international perspective. Note that speakers have access to this board (and often read your summaries).
2. **Email Welcome** (typically due 2 Wednesdays prior to your speaker's visit): Please send me a drafted email that I will forward to your speaker, welcoming the speaker, providing background information, and any questions or expectations that you think might be helpful to the speaker. Occasionally, speakers will want to follow up with questions, and I expect that your team will coordinate to ensure that the speaker gets a prompt and polite response.
3. **Email Thank you** (typically due the day after your speaker's visit): Please send me a drafted email that I will forward to your speaker, thanking the speaker for his/her generosity. It's useful for your team to include insights or lessons learned from the speaker.
4. **Background Readings** (typically due the third week of the quarter). Please post 1-3 readings for the entire class to read to set the context for the audience. Background readings typically include the speaker's bio, background information about their company, and/or current media coverage regarding how their companies are dealing with the topic at hand. If your team is having trouble identifying appropriate background readings, please let me know.
5. **Q&A Rep** (typically due Sunday night before the speaker's visit): Please post the list of questions that your team is prepared to ask the speaker during his/her visit to the speaker's discussion board. Feel free to poll or reach out to your fellow classmates to solicit questions. Also, recall that your team is responsible for sitting in the front row during your speaker's presentation and asking the first question if there is awkward silence.

Tentative Speaker List and Schedule

Date	Daytime (12:30-1:20 in Paccar 391)	Evening (5-5:50 in Paccar 292)
Oct 5	Course Intro	Course Intro
Oct 12	James Rooney Microsoft	Adam Wray Basho Technologies
Oct 19	Shafeen Charania UW	Shafeen Charania UW
Oct 26	Katie Hallen Microsoft	Katie Hallen Microsoft
Nov 2	Roei Ganzarski CEO/Founder, BoldIQ	Roei Ganzarski CEO/Founder, BoldIQ
Nov 9	Julian Eames F5	Brian Smith Tableau
Nov 16	Jesse Proudman Bluebox	Rahul Pathak Amazon-AWS
Nov 23	Peter Commons Amazon	Claudia Harner Jay PATH
Nov 30	Rajeev Agarwal MAQ Software	Mario Faria Gartner
Dec 7	Peter Olanjuju Bluebird biotech	Peter Olanjuju Bluebird biotech