BA 545:
Global Business Forum:
The International Consumer
Spring 2015

Class Time/Location
Mondays 12:30-1:20 Paccar 391
Mondays 5-5:50 pm Paccar 391

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 2014: Doing Business with Japan
The world’s attention has been shifting back to Japan in recent years. To investigate the issues of the modern Japanese economy, the GBF will host executives who have worked in Japan or have built and maintained significant relationships with companies in Japan to share their insights about doing business with Japan. Executives will be asked to compare and contrast their experiences in Japan with business experiences in the US and other countries, to discuss and identify opportunities in Japan, as well as the possible pitfalls of doing work in Japan.

Winter 2015: Working in Virtual or Cross-Cultural Teams
The ability to work in teams with members from different countries and cultures is becoming an essential skill for any executive. The globalization of the economy has precipitated a sharp increase in the number of teams that bring together employees from different countries, time zones, cultures, industries and companies. This Winter, we will invite executives from global companies to share the triumphs and challenges that they experience when their success is
dependent on the ability to collaborate, cooperate, and work together with individuals from other countries.

Spring 2015: The International Consumer
This quarter we will look at how marketing and communications strategies have changed (or remained the same) to deal with an increasingly globalized customer base. How do US companies market to overseas or foreign customers? We will invite marketing experts to share how they attract, educate, and persuade customers, consumers, and stakeholders who are not local.

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. For the most part, 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.
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