IBUS 579/BA 545:
Global Business Forum:
Spring 2018 - Succeeding in Conflict Prone Areas

<table>
<thead>
<tr>
<th>Class Time/Location</th>
<th>Mondays 12:30-1:20</th>
<th>Mondays 5-5:50 pm</th>
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<td>Dempsey 104</td>
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Academic Director: Dr. Christina Fong
cftong@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

Autumn 2017: Global Supply Chain Management
Supply chain management has increasingly been recognized as a source of competitive advantage where strong global relationships are paramount. We will invite supply chain managers whose work has global outreach and impact to answer questions such as: What are the ways in which supply chain management can make or break a business? How do organizations successfully maintain visibility throughout a global supply chain? What are the most recent innovations in supply chain that have accelerated companies abilities to manage product and process flow around the world?

Winter 2018: Doing Business in the Middle East
Global attention has shifted to the Middle East as a source of entrepreneurship, technology, innovation, and energy. To learn more about the new Middle East economy, the GBF will host executives who have worked in the Middle East or have built and maintained significant relationships with companies in the Middle East to share their insights, perspectives and experiences. Speakers will be asked to compare and contrast their experiences in middle Eastern countries with business experiences in the US and
other countries, to discuss and identify opportunities in the Middle East, as well as the possible pitfalls of doing work in the Middle East.

Spring 2018: Succeeding in Conflict Prone Areas
Sometimes, organizations are forced to conduct business in areas that are experiencing significant political turmoil, warfare, health care crises or natural disasters. Other times, organizations may actively choose to go into these areas. In this quarter of the GBF, we will explore how the rules of global business change (or stay the same) in conflict prone areas. How do leaders factor in macro-economic shifts, social and/or political strife into their business plans and models? What are the lessons learned from doing this kind of work, and how do companies mitigate the significant risks associated with working in conflict prone areas?

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 10-20 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
In order to receive course credit (2 credits) for IBUS 579, you must accumulate a total of 50 points in the following manner:

PART 1: COURSE ATTENDANCE (minimum 10 points total)
- Please respect and honor the speakers’ generosity in speaking to us. No open laptops or use of smart phones during speaker talks and Q&A sessions. If you wish to take notes, please do so by hand.
- You must attend all but one session. As this is a speaker course, hearing the speakers is key. You get one free miss.
- You can freely move between day and evening sessions as you choose, and you are welcome to attend both sessions on a day when day and evening speakers differ. It is your responsibility to keep track of the total number of sessions you have attended, and you can verify my attendance records via Canvas.
- 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.

PART 2: POST SPEAKER EVALUATIONS (minimum 10 points total)
After each session that you attend, please complete a post-speaker evaluation to debrief on the speaker or session. Each survey should take no more than 10-15 minutes, and are available on the course website. You must complete all but one surveys to receive credit for the course.

PART 3: STUDENT DUTIES (10 points)
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. Due dates for each of
these duties are on Canvas. You will sign up for your duty within the first week 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 3 Mondays 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 week 3 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.

(For the 2017-18 academic year, we have a ‘transition year’ as course crediting processes have changed. Thus, if you are one of the rare students who is registered for BA 545 for one credit, you must complete all Parts 1, 2 & 3 above to receive 1 course credit)

**PART 4: COMMUNITY ENGAGEMENT (10 points)**

To accelerate and deepen your understanding of global business, you will sign up and be assigned to one community engagement event in the first week of class. Within 2 weeks of attending/completing your event, please submit a document that is between 300-500 words that answers the following questions:

1. WHAT: A brief description of the community engagement event that you completed.
2. SO WHAT: Why was this event important, or how did it impact your understanding of global business?
3. NOW WHAT: What will you do/think differently as a result of completing this assignment? What are your next steps for developing your acumen as a global business leader?

Engagement summaries must be submitted by the Friday of the last week of class to receive course credit.

**PART 5: REFLECTION (10 points)**
To reflect on how your participation in the Global Business Forum has influenced your philosophy about global business, you will submit a video (no more than 3 minutes) that answers the following two questions:

1. What are the keys to running a successful global enterprise?

2. What skills and behaviors do successful leaders need to engage in to lead global businesses?

All reflections must be submitted by the Sunday night before the final day of class. In class on Monday, I will place all registered students' names in a hat, and randomly draw names out. If your name is selected, you'll have the opportunity to play your video, and then answer Q&A from your classmates and a group of invited executives!

To receive credit for IBUS 579, you must accumulate 50 points by the last week of the quarter.
## Tentative list of speakers

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<td>3/26</td>
<td>INTRODUCTION</td>
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