IBUS 579:  
Global Business Forum:  
Fall 2019: Emerging Global Markets

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<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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<tr>
<th>Academic Director</th>
<th>Dr. Christina Fong</th>
<th><a href="mailto:ctfong@uw.edu">ctfong@uw.edu</a></th>
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<tr>
<td></td>
<td>Office Hours: 2-4 pm in Paccar 542</td>
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| Grader              | Cristian Smistad   | smitsce@uw.edu     |

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 2019: Global Business in Emerging Markets**
The GBF will host executives who have worked in emerging markets to share their insights about how business changes (or stays the same) in economies with nascent infrastructure. Executives will be asked to discuss the challenges and opportunities associated with building and sustaining organizations in these environments of high risk and volatility, and to share the strategies that they use to mitigate risk and leverage emerging markets.

**Winter 2020: Global Entrepreneurship**
This quarter will explore the question, what does it mean to be a global entrepreneur? We’ll take many perspectives to answer this question, from examining how entrepreneurs assess global markets to the challenges and opportunities of growing a local start up to global markets, to investigating the characteristics that make certain geographic areas more likely to foster entrepreneurship. Our speaker series will invite entrepreneurs, investors, and other
stakeholders in the entrepreneurial process to reflect on what “global entrepreneurship” means in theory and practice.

**Spring 2020: 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. We will ask executives to share their thinking about how their thinking about data, security, and e-commerce across borders has changed, and to share how technology has accelerated (or changed) how companies work and grow internationally. We also hope to hear our speaker’s predictions on how global technology will change in the future—are there big game changers just around the corner?

**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 should only complete surveys for sessions that you attend.

**PART 3: STUDENT CONTRIBUTIONS** (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 contributions are on Canvas. You will sign up for your assigned task 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.

**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.

**Access and Accommodations**: Your experience in this class is important to me. If you have already established accommodations with Disability Resources for Students (DRS), please communicate your approved accommodations to me at your earliest convenience so we can discuss your needs in this course.

If you have not yet established services through DRS, but have a temporary health condition or permanent disability that requires accommodations (conditions include but not limited to; mental health, attention-related, learning, vision, hearing, physical or health impacts), you are welcome to contact DRS at 206-543-8924 or uwdrs@uw.edu or disability.uw.edu. DRS offers resources and coordinates reasonable accommodations for students with disabilities and/or temporary health conditions. Reasonable accommodations are established through an interactive process between you, your instructor(s) and DRS. It is the policy and practice of the University of Washington to create inclusive and accessible learning environments consistent with federal and state law.

**Religious Accommodations**

Washington state law requires that UW develop a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The UW’s policy, including more information about how to request an accommodation, is available at Religious Accommodations Policy (https://registrar.washington.edu/staffandfaculty/religious-accommodations-policy/). Accommodations must be requested within the first two weeks of this course using the Religious Accommodations Request form (https://registrar.washington.edu/students/religious-accommodations-request/).
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<tr>
<th>Date</th>
<th>DAYTIME SECTION</th>
<th>EVENING Section</th>
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<tbody>
<tr>
<td>Sept 30</td>
<td>Course Introduction</td>
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<tr>
<td>Oct 7</td>
<td>Mark Hollyhead, Egencia</td>
<td>Cameron Johnson, Tidal Wave</td>
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<td>Oct 14</td>
<td>Duane Dunk, Aqua Guidance, Inc</td>
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<td>Oct 21</td>
<td>India Consulting- Morgan Friedman &amp; Lisa Dang</td>
<td>India consulting- Yun Lu &amp; Kali Dickerson</td>
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<td>Oct 28</td>
<td>Arthi Sairaman, MTAB</td>
<td>Arthi Sairaman, MTAB</td>
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<td>Nov 4</td>
<td>David Zhou, TenCent, WeChat</td>
<td>John Gabbert, Pitchbook</td>
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<td>Nov 18</td>
<td>Melissa Ventura, Amazon</td>
<td>CHINA TOWN HALL</td>
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<td>Nov 25</td>
<td>Kate Cochran, Upaya Social Ventures</td>
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<td>Dec 2</td>
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