

IBUS 579:
Global Business Forum:
Fall 2020: Geopolitical Forces in Business

Class Time/Location	Mondays 5-5:50 pm PST
Academic Director	Dr. Christina Fong ctfong@uw.edu Office hours by appointment

Course website: <http://canvas.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

Geopolitical Forces in Business (Fall 2020)

This quarter will explore how global organizations anticipate, respond to, and shape political events. We seek to invite leaders who sit between the public and private sectors to untangle the complex relationships between business and politics. For instance, we hope to discuss questions such as: How do US companies lobby for political change in foreign governments? How do companies leverage governmental liaisons to succeed and scale in foreign governments? How do foreign entities anticipate how US political events (such as the November presidential election) will impact global business?

Hong Kong, Singapore, South Korea and Taiwan (Winter 2021)

In the late 20th century, these four economies were dubbed “The Asian Miracle” or “The Four Asian Tigers” because of their rapid economic development and growth. More than 50 years later, we will revisit these regions to examine their effect on global business. We’ll ask business leaders who have worked, lived and/or depended on these economies to answer questions such as: How have their rapid growth and ‘democratization’ impacted how companies in these regions operate now? Does the title of ‘miracle’ still hold up after challenges such as the 2008 financial crisis, the COVID19 outbreak, and political challenges? What is next for organizations and businesses in these four former tigers?

COVID-Global Health Crisis One Year Later (Spring 2021)

We are in the midst of a global public health crisis now, and multinational countries are scrambling to adjust to new obstacles, challenges, concerns and even opportunities. Approximately one year after the initial shelter-in-place orders within the US, we will invite leaders to describe how their companies have changed since Spring 2020.

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, speakers typically make comments 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	Task	Pts
1	Attend at least 9 of 10 sessions.	9x2 = 18
2	Complete 9 of 10 post session surveys	9x2 = 18
3	Participate in 1 speaker support team	7
4	Mid Course Discussion Board Post	2
5	Mid Course Discussion Board Response	2
6	End of Course Discussion Board Post	3
	TOTAL	50 pts

Further details on each of these below:

1: Attendance (minimum 18 points)

My expectation is that you will attend at least 9 of 10 Global Business Forum sessions, which include the intro session, the final networking session and sessions with 8 guest speakers. This Fall Quarter, attendance will mean logging into a Zoom session, and/or watching a video posted by me/the speaker. **Please respect and honor the speakers' generosity in speaking to us.**

- *On Zoom:* Please mute your speaker unless you are asking a question. Please log in with video display (unless there is a reason you cannot), and be mindful that you are engaged but not distracting during our online discussion.

2: POST SPEAKER EVALUATIONS (minimum 18 points)

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.

3: PARTICIPATE IN 1 SPEAKER SUPPORT TEAM (7 points)

Every student enrolled in GBF helps to support our speaker series by joining a team that supports one speaker. Within your speaker team, you will assume one responsibility for helping our speaker's visit run smoothly. Here's a brief description of each student duty:

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. **Q&A Rep** (typically due one week before your speaker's visit): Please post the list of questions that you'd like to hear the speaker discuss. Feel free to poll or reach out to your fellow classmates to solicit questions. I will share this list with speakers
3. **Background Readings:** (typically due 2 weeks before your speaker's visit) Help your classmates prepare for speaker's visit by posting a bio of the speaker and any background information that you think would be helpful(e.g., LinkedIn Profile, Company website, media mentions).

4, 5 & 6: POSTS TO ONLINE DISCUSSION BOARDS

4: MID QUARTER POST (2 pts): At the midpoint of the quarter, you'll log into the discussion board to reflect and react to the speakers you've seen so far. Your discussion post will be due by November 9. My expectation is that your responses will be somewhere from 250-500 words, and all responses need to be completed by 11/9 to receive credit for the course.

5: MID QUARTER RESPONSE (2 pts): You will be randomly assigned (via Canvas Peer Review) to respond to a classmates' posting. In that posting, you should highlight the following (1) an idea that your classmate raised that you believe is worth amplifying or emphasizing- either because it was surprising to you and/or because it aligned with your reaction (2) something that made you think differently about the topic of geopolitics in business. My expectation is that your peer response will be somewhere from 75-200 words. Mid Quarter responses need to be posted by November 16.

6: END QUARTER POST (3 pts): At the end of the quarter, you'll log into the discussion board to reflect and react to the speakers you've seen so far. Your discussion post will be due by November 9. My expectation is that your responses will be somewhere from 250-500 words, and all responses need to be completed by 12/4 to receive credit for the course.

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/) (<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/) (<https://registrar.washington.edu/students/religious-accommodations-request/>).

Tentative list of speakers

Date	Speaker
10/5	Course Introduction
10/12	Roberto Dondisch Principal, Intivis & Former Consul to Mexico
10/19	Eugene Saburi Founding Partner at GeoFusion & Former President, Adobe Japan
10/26	Brandon Lee Consul General of Canada to Pacific Northwest
11/2	WILDCARD 1
11/9	Robin Twyman Consul (Business and Government Affairs) at UK Government Office, Seattle
11/16	Harini Gokul City Council Member in Medina WA & Customer Solutions Lead at AWS.
11/23	WILDCARD 2
11/30	WILDCARD 3
12/7	Board Networking Event