

IBUS 579: Global Business Forum
Winter 2023: Doing Business With the Middle East

Class Time/Location	Mondays 5-5:50 pm PST in Paccar 391
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

QUARTERLY THEMES

Fall 2022: Data-driven Global Leadership

Data and information have become key drivers of power and opportunity in the global economy. This fall, we will take multiple views on how companies are using, creating, and finding business opportunities because of our increasing reliance and fascination with data. Advances in computing power have yielded new practices, currencies, and metrics to help inform (or confuse) global leaders. We will ask executives to share how they are making sense of the data they receive, and how this is impacted by international differences in data privacy, artificial intelligence and

machine learning, and data security. How do data drive global strategies and decisions? How do data impact companies' ability to make decisions that are equitable, efficient, and excellent?

Winter 2023: Doing Business with the Middle East

Global attention has shifted to the Middle East as a source of entrepreneurship, technology, innovation, and energy. To further our education 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 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 2023: Global Food Systems

Analyses show that the current global food system lies at the center of a nexus of global issues from poverty to environmental degradation. We will explore the governance and economics of food production across the world. We will invite leaders from public and private organizations to share their expertise on how global corporations impact food sustainability, waste, and production. We will also ask leaders to discuss how personal, private, and public policies and actions impact our natural environment, individual and population health.

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. The typical session involves about 10-20 minutes of introductory comments from the speaker with the remaining time for Q&A from the students.

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:

Attendance (attend 6/7 sessions)	1pt x at least 6 sessions =	6 pts
Pre Forum Survey	6 pts x 1 survey =	6 pts
Post-Session Reflections	3 pts x at least 6 sessions =	18 pts
Speaker Discussion Board	10 pts x 1 post =	10 pts
Learning Circles Discussion Board	10 pts x 1 post =	10 pts
		50 pts total

1: ATTENDANCE (minimum 6 points)

My expectation is that you will attend at least 6 of 7 Global Business Forum sessions.

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.
- For virtual (Zoom) sessions, please keep cameras on (if possible) and use Chat to engage in the discussion. In lieu of nametents, please make sure to rename your profile with your first and last name.
- You must **attend all but one session**. As this is a speaker course, hearing the speakers is key. You get one free miss—but please see the massive COVID19 caveat below.
- 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: PRE FORUM SURVEY (6 pts)

At the outset and culmination of the course you will complete a reflection survey to help codify what you want to learn, and what you learned. These surveys also provide an important avenue for feedback and communication between us, and I value your input in tailoring the course to fit your needs.

3. POST SESSION REFLECTIONS (3 pts each on 6/7 sessions= 18 pts minimum)

After each session that you attend, please complete a post-session survey to debrief and reflect on the speaker or session. Each survey should take around 10-15 minutes, and are available on Canvas. You should only complete surveys for sessions that you attend.

4. SPEAKER DISCUSSION BOARD (10 pts)

At least once in the quarter, please share your reflections on a speaker of your choice by posting to the Canvas Discussion Board for that speaker.

5. LEARNING CIRCLES DISCUSSION BOARD (10 pts)

Join the conversation, learn from and teach your colleagues by posting your reflections.

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. It is the policy of the University of Washington to reasonably accommodate students' religious observances in accordance with [RCW 28B.10.039](http://RCW.28B.10.039) regarding

religious accommodation for higher education students as amended by [SB 5166](#), effective July 28, 2019. Any student seeking reasonable accommodations must provide written notice to the Office of the University Registrar of the specific dates of absence due to religious accommodation, within the first two weeks of the beginning of the course.

Students who have requested and been denied a religious accommodation and wish to file a complaint should contact the University Complaint Investigation and Resolution Office (UCIRO). UCIRO is responsible for investigating complaints that a University employee has violated the University's nondiscrimination and/or non-retaliation policies, including a failure to accommodate a student under this policy.

COVID Considerations

Let's take a moment that teaching, learning, and building community can be hard during a global health crisis that has implications for health equity, social justice, and systemic bias. We will need to rely upon each other to stay safe, connected, and flexible. A few important reminders. In accordance with [UW COVID Guidelines](#):

- The University [strongly recommends masks indoors](#) for all individuals, regardless of vaccination status, and also requires all students and personnel to be vaccinated.
- **[If you are sick with any illness](#), you *must* stay home, even if you are fully vaccinated.** Please let me know right away, and I will work with you to ensure that your learning experience will not be significantly negatively impacted. Please recall that *GBF is never recorded* so we will come up with a different plan to ensure that you will be able to receive an equivalent learning experience.
- Requests for accommodations related to COVID-19 will be handled in the same manner as for other medical conditions. You can request should request accommodations from [Disability Resources](#).
- If you test positive for COVID19 or have been in close contact with someone who has tested COVID19, please contact [EH&S](#).

Please note that these standards are continually evolving and subject to change. The guidelines are confusing, and the situation can be scary and anxiety provoking. Please know that I am happy to be a partner and advocate for you; let's work through this time together.

TITLE IX RESOURCES

UW, through [numerous policies](#), prohibits sex- and gender-based violence and harassment, and we expect students, faculty, and staff to act professionally and respectfully in all work, learning, and research environments.

For support, resources, and reporting options related to sex- and gender-based violence or harassment, visit [UW Title IX's webpage](#), specifically the [Know Your Rights & Resources](#) guide.

Please know that if you choose to disclose information to me about sex- or gender-based violence or harassment, I will connect you (or the person who experienced the conduct) with resources and individuals who can best provide support and options. You can also access those resources directly:

- Confidential: [Confidential advocates](#) will not share information with others unless given express permission by the person who has experienced the harm or when required by law.
- Private and/or anonymous: [SafeCampus](#) provides consultation and support and can connect you with additional resources if you want them. You can contact SafeCampus anonymously or share limited information when you call.

Please note that some senior leaders and other specified employees have been identified as [“Officials Required to Report.”](#) If an Official Required to Report learns of possible sex- or gender-based violence or harassment, they are required to call SafeCampus and report all the details they have in order to ensure that the person who experienced harm is offered support and reporting options.

Title IX website: uw.edu/titleix/

TENTATIVE SPEAKER SCHEDULE

Date	Speaker
Jan 9	Course Intro - Paccar 391
Jan 23	Yara Moosa -virtual
Jan 30	Nedda Soleymani – Paccar 391
Feb 6	Alex Schaeffer - virtual
Feb 13	Saar Safra - virtual
Feb 27	David Fenner - virtual
Mar 6	Nader Kabbani – Paccar 391