Are there different cultures of management in global business? Or, should global business focus on the management of cultures? Is globalization an inevitable phenomenon, happening behind our backs, or is it a set of active programs of integration? This course not only provides answers to such questions of importance; it also seeks to train you how to analyze practices of management in global contexts. Indeed, the course is not about management per se; rather, it is about the contexts of management, the world in which management practices take place. It is of critical interest not only to students of management who wish to develop a multi-layered understanding of the changing world but also to those, who need tools to think and talk about contemporary transformations in general.

Contexts for Global Management is one of three upper-division courses that are core to the Global Management track of the Bachelors Degree in Global Studies. The purpose of this course is to broaden our perspective regarding what it means to do business in the current era of globalization. The course will put an emphasis, as mentioned, on “contexts” – social, cultural, economic, and technological – to illuminate the taken-for-granted background of management practices. For this course, the term globalization refers to the global integration of business, people and groups as opposed to globalization as a particular business strategy. Weekly modules will be usually organized around a key debate of the week.

Learning goals:
• We will gain a basic understanding of the social, political, historical, cultural, and environmental dimensions of doing business in the global age. As opposed to other courses in international business, we will in this course dig deeper into understanding why these different dimensions of business are important to analyze.
• We will build a framework for thinking about global business issues and be prepared to take on global assignments in their future careers.
• We will develop the knowledge and thinking skills needed for success in their other upper division Global Management courses.

Required Texts

All texts mentioned in the schedule are available on the D2L course website.
Requirements

For all its intellectual excitement, this course may not always be intuitive. The material we will read is interesting but difficult (were it easy, I would be unemployed). I will do my best to lead you through the material, but you must also commit your brains to some heavy-duty thinking. Since this is a 300-level course, it is reading and writing intensive, and I have high expectations of you. It’s not that you’ll be doing more reading than you do in other courses; it’s just that the material may at times be difficult to grasp initially. The following are other requirements:

Quizzes: I expect you to have completed the readings outlined for the week by Friday. And just to make sure, we will have one short quiz every week (see D2L), consisting of 10 questions each (2 points for each question, totaling 20 points for each quiz, except for the last quiz, which will have 10 extra questions from previous weeks for the total of 40 points).

Discussion: Your participation and responses to discussion questions in class every week will cover about 20% of your total grade, i.e., 200 points. Discussion questions will be mentioned on D2L every week before our meetings.

Essay: You will be writing one essay in collaboration with another student. The essay will be due on Friday, December 9th (before the last week of classes). This essay must be 2000-2500-word long (no more, no less), responding to one of the questions given in the first week of November. Mention the exact word count at the beginning or end of your paper (using Microsoft Word’s word-count utility under “Tools”). The essay is worth 500 points or 50% of the total grade (hint: write with care). We’ll pair up in late October for this collaborative essay and make a presentation during the last week of classes.

I will be glad to chat with you about the class, exams, or life’s general struggles. Please feel free to call, email, or just drop by. I will be holding my office hours on Mondays from 3:45 to 4:45 PM (or we can meet by appointment).

For information relating to academic misconduct, please visit: http://www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm

Schedule

The following is a brief outline of our calendar. For details, please visit the course website on D2L.

Week 1: Introduction

September 7
Course introduction

Week 2: Globalization

September 12 & 14
Read: Bhagwati, Anti-globalization: Why? (D2L)
Read: Aneesh, Globalization: Visions and Revisions (D2L)
Read: Evans, Counter-hegemonic globalization (D2L)

Week 3: Nation State

September 19 & 21
Read: Meyer, World-Society and the Nation-State (D2L)
Read: Hirst & Thompson, The Future of Globalization (D2L)
Week 4: Culture

September 26 & 28
Read: Tomlinson, Globalization and Culture (D2L)
Read: Hofstede, Cultures and Organizations (D2L)
Read: Baskerville, Hofstede never studied culture (D2L)

Week 5: Firms

October 3 & 5
Read: Leung et al, Culture & International Business (D2L)
Read: Tosi and Greckhamer, Culture and CEO Compensation (D2L)
Read: Heeks et al., Synching or Sinking: Global Software Outsourcing Relationships (D2L)

Week 6: Finance

October 10 & 12
Read: Held et al, Shifting Patterns of Global Finance (D2L)
Read: Bullard, Taming the Tigers: the IMF and the Asian Crisis (D2L)
Read: Stiglitz, What I learned from the World Economic Crisis (D2L)

Week 7: Development

October 17 & 19
Read: Ferguson, De-Moralizing Economies: the Moral Politics of “Structural Adjustment” (D2L)
Read: Evans, Embedded Autonomy (D2L)
Read: Biggart and Guillen, Globalization and Auto Industry (D2L)

Week 8: Consumption

October 24 & 26
Read: Borgmann, the Moral Complexion of Consumption (D2L)
Read: Kaplan, Fijian Water in Fiji and New York: Local Politics and a Global Commodity (D2L)
Read: Ritzer and Malone, Globalization and McDonaldization (D2L)

Week 9: Environment

October 31 & Nov 2
Read: Spaargaren, Sustainable Consumption: A Policy Perspective (D2L)
Read: Wackernagle, National capital accounting with the ecological footprint concept (D2L)
Read: Kunstler, The Long Emergency (D2L)

Week 10: Technology

November 7 & 9
Read: Aneesh, Global Labor: Algocratic Modes of Organization (D2L)
Read: Goggin, Cell Phone Culture (D2L)
Read: Townsend, Network Cities and the Global Structure of the Internet (D2L)

Week 11: Communication

November 14 & 16
Read: Poster, Who’s On the Line? (D2L)
Read: Aneesh, Specters of Global Communication (D2L)
Read: Mirchandani, Gaps, Cracks and Ironies in Transnational Call Centers in India (D2L)

Week 12: Advertising

November 21
Read: Carrier, The Symbolism of Possession in Advertising (D2L)
Read: Domzal et al, Mirror, Mirror: Some postmodern reflections on global advertising (D2L)

**Week 13: Markets**

November 28 & 30
Read: Stiglitz, Information Economics (D2L)
Read: Prahlad, Bottom-of-the-Pyramid markets (D2L)

**Week 14: Intellectual Property**

December 5 & 7
Read: Dames, Trade Agreements as the New Copyright Law (D2L)
Read: Bass, Implications of the TRIPS Agreement on Developing Countries (D2L)

**Week 15: Presentations**

December 12 & 14
Presentations!