



## SILLABUS

Course: **From local knowledge to global business**

Code:

Pre requisite(s): Business Field

Academic semester: Summer Semester 2014

Section: A

Professor : Juan Carlos Ladines

Course load: 3 credits

### I. PRESENTATION

This module provides training for students taking the undergraduate degree in the Faculty of Business Administration. It is therefore essential that students be familiar with key concepts in the matter as well as in the broader field of International Politics, International Business and Finance and International Economics.

The module aims to explore the broad agenda from local to international business through an examination of themes and their dynamics in the political and economic field and their relations within.

Two important key issues will be underpin the discussions of each session: (1) which are the opportunities and threats in the local environment for the international management; (2) how to design a proper strategy understanding the main factors that affect the international business.

The learning objectives of the module are both subject specific and general. The latter include the development of oral skills through an assessed seminar presentation and seminar discussions; written skills through one assessed written task; reading and research skills because of the need at all stages and problem solving and team-building skills because of the group work involved in seminars.

### II. GOALS AND LEARNING OBJECTIVES

The subject-specific objectives involve the attainment of an undergraduate level ability in the following:

1. Capabilities to understand and design proper strategies that will be underpin through a comprehensive knowledge of the international environment in favour to produce the proper results according to the business objectives.
2. Ability to interrelate theoretical concepts of international business management and international affairs with real case situations.
3. A thorough and detailed understanding of a number of International Affairs issues.

4. Ability to critically analyse and discuss the practical implications of these different issues for the international environment.
5. Demonstrate awareness and appreciation of the methodological and theoretical challenges in researching international issues.

### **III. SEMINAR TOPICS**

#### **A. Module 1**

##### **Seminar 1 – Globalization**

*Bull, Hedley. (1977) "The Anarchical Society" (Chapters: 1 and 2), Columbia University Press.*

*Barnett, Michael and Duvall, Raymond. (2005) "Power in Global Governance," in Barnett and Duvall eds. Power in Global Governance. Cambridge University Press.*

##### **Seminar 2 – Emerging Economies – Latin-America and global**

Goldman Sachs reports:

- How Solid are the BRICs?, December, 2005.
- The Long-Term Outlook for the BRICs and N-11 Post Crisis, December 2009.
- Is this the 'BRICs Decade'?, May, 2010.
- The BRICs Remain in the Fast Lane, June 2011.
- A Progress Report on the Building of the BRICs, July 2011.

O'Niell, Jim, Wilson, Dominic and Purushothaman Roopa. (2003). "Dreaming with the BRICs: The Path to 2050." Global Economics Paper N° 99. Goldman Sachs.

Schweller, Randall L. (2011) 'Emerging Powers in the Age of Disorder', Global Governance, 17(3), pp. 285-297.

Ikenberry, John G. (2010) 'The Liberal International Order and its Discontents', Millennium: Journal of International Studies, 38(3), pp. 509-521.

##### **Seminar 3 – Trade opportunity and barriers ahead: International business in modern diplomacy**

Strange, Susan. (1992) "States, firms and diplomacy," International Affairs 68, pp. 1 – 15.

Rodrigues, Suzana B. (2010) "Towards a New Agenda for the Study of Business Internationalization: Integrating Markets, Institutions and Politics" Erasmus Research Institute of Management.

Harveston, Paula D., Kedia Ben L. and Davis, Peter S. (2000) "Internationalization Of Born Global And Gradual Globalizing Firms: The Impact Of The Manager," American Society for Competitiveness.

Saner, Raymond and Yiu, Lichia. (2003) "International Economic Diplomacy: Mutations In Post-Modern Times", Netherlands Institute of International Relations "Clingendael", Discussion Paper No. 84.

#### **Seminar 4 – International Cooperation and Aid: Emerging Powers in Africa**

Kragelund, Peter. (2011) "Back to BASICS? The Rejuvenation of Non-traditional Donors" Development Cooperation with Africa', Development and Change, 42(2), 585–607.

Woods, Ngaire. (2008) 'Whose aid? Whose influence? China, Emerging Donors and the Silent Revolution in Development Assistance', International Affairs, 84(6), pp. 1205-1221.

Alden, Chris and Hughes, Christopher R. (2009) 'Harmony and Discord in China's Africa Strategy: Some Implications for Foreign Policy', The China Quarterly, 199, pp. 563-584.

Brautigam, Deborah. (2011) 'Aid 'With Chinese Characteristics': Chinese Foreign Aid and Development Finance Meet the OECD-DAC Aid Regime', Journal of International Development, 23(5), pp. 752-764.

#### **B. Module 2**

##### **Seminar 1 - Multinationals, the internationalisation of production and the competitive state**

Palan, Ronen. (1998) 'Luring Buffaloes and the Game of Industrial Subsidies: A Critique Of National Competitive Policies in the Era of the Competition State', Global Society. 12 (3): 323-341.

Pauly, Louis W. and Reich, Simon. (1997) 'National Structures and Multinational Corporate Behavior: Enduring Differences in the Age of Globalization', International Organizations, 51 (1): 1-30.

Herrigel, Gary. (1996) 'Crisis in German Decentralized Production: Unexpected Rigidity and the Challenge of an Alternative Form of Flexible Organization in Baden Württemberg', European Urban and Regional Studies, 3 (1): 33-52.

Caves, Richard E. (2007) 'The Multinational Enterprise as an Economic Organization', Multinational Enterprise and Economic Analysis, London, Cambridge University Press.

Coase, Ronald H. (1937) 'The Nature of the Firm', Economica, New Series, Vol. 4, No. 16, Pp. 386 - 405.

Dunning, John. (1997) 'Governments and the macro-organization of economic activity: an historical and spatial perspective', Review of International Political Economy, 4(1), pp. 273-308, 309-353.

Michalet, Charles-Albert. (1994) 'Transnational Corporation and the Changing International Economic System', Transnational Corporation, 3 (1): 9-21.

##### **Seminar 2 - Peruvian economy and business climate, achievements, challenges and opportunities.**

Agencia de Promoción para la Inversion en el Perú – PROINVERSION (2013)

[www.proinversión.gob.pe](http://www.proinversión.gob.pe)

BBVA (2012) [www. bbvabancocontinental.com.pe](http://www.bbvabancocontinental.com.pe).

Consejo Nacional de Competitividad (2013) “Informe Nacional de Competitividad 2012-2013.” Presidencia del Consejo de Ministros. Lima.

Grupo Añaños (2013) “The Will to Work – The AJE Group.” Grupo Añaños, [www.ajegroup.com/eng/images/AJE\\_story.pdf](http://www.ajegroup.com/eng/images/AJE_story.pdf). Lima.

Illescas, Javier and Jaramillo, C. Felipe. (2011) “Export Growth and Diversification: The Case of Peru.” Policy Research Working Paper, World Bank, Washington D.C.

Institute for Strategy and Competitiveness (2013) <http://www.isc.hbs.edu/>

Ministerio de Economía y Finanzas (2013) “Marco Macroeconómico Multianual.” Ministerio de Economía Y Finanzas . Lima.

Ministerio de Economía y Finanzas (2013) “Agenda de Competitividad.” Ministerio de Economía Y Finanzas . Lima

Shimizu, Tatsuya. (2004) “Family Business in Peru: Survival and Expansion under the Liberalization.” Institute Of Developing Economies. Japan.

Superintendencia de Banca y Seguros (2013) [www.sbs.gob.pe](http://www.sbs.gob.pe).

### **Seminar 3 – Entrepreneur - Local awareness\***

### **Seminar 4 – Social and cultural conditions\***

\*These last two seminars will be presentation given by the module convenor.

## **C. Module 3**

Out field visit

## **IV. EVALUATION**