Nebrija Universidad

GRADO EN ADE
Curso 2011 - 2012

Asignatura: Global Economic Trends
Código: ECO 132

Asignatura: ECO 132 Global Economics Trends
Formación: básica
Credits ECTS: 6
Course: 2º
Semestre: 1º
Professor: Tanguy Jacopin, Dr.
Academic Year: 2011-2012

1. Prerequisites

Good general culture and willingness to open knowledge working tough.

2. CONTENT OF THE SUBJECTBREVE DESCRIPCIÓN DE CONTENIDOS

This subject has the aim to analyse the major phenomena that characterize the global economic landscape as well as the International competitiveness of the countries. In that sense, some time will be dedicate to the study of emerging countries (among them the BRICs), key success factors for trade and invesments, poverty reduction, major challenges in the demographics and environmental areas. In that context, regional integration processes are keys to increase the competitiveness of the countries. Above all, in a contact in which international economic institutions fail to provide an alternative to the current financial crisis (be it in terms of publico r private debt, external debt, governance issues).

3. DEVELOPED SKILLS BY PARTICIPANTS AND RESULTS LEARNING SCHEMES

Skills:

1- think transversally and globally
2- adapt to your context
3- Improve understanding of the world and ability to recycle faster when rules of the game change

Results:

1- More proactive in problem solving
2- Better at decision making
3- Faster than competitors to adapt to new trends

4. ACTIVIDADES FORMATIVAS Y METODOLOGÍA

- Theory: 0,6 ECTS (10%).
- Práctice: 2,1 ECTS (35%).
- Participant homework: 2,1 ECTS (35%).
- Tutorials: 0,6 ECTS (10 %).
- Evaluation: 0,6 ECTS (10%).

Beware plagiarism

The Department of Economics and Business Administration will NOT tolerate any plagiarism or copy or passive collaboration in any work that would not be original.

Plagiarism will occur when the quotation is Messing for any paragraph that has not been griten by the participant.

In that case, the participant will automatically get a fail in the corresponding session.

5. EVALUATION

5.1. Ordinary :

5.1.1. Participation:	10%
5.1.2. Final Exam:	50%
5.1.3. Partial Exam:	10%
5.1.4. Cases and other Works/team Group…	30%

5.2. Extraordinary:

5.2.1. The final exam of the extraordinary session will be valued at 70% of the final grade.

5.2.2. Cases and other Works done Turing the subject keeps the same ponderation: 30%. Nevertheless, the participant will have to present new assignments if he/she failed in the ordinary session.

5.3. Restrictions:

To get the ponderated sumo former grades, it is mandatory to pass the final exam. Otherwise, the participant will get a “fail”.

6. BIBLIOGRAFÍA

Podcast:

Roberto Jaguaribe, MRE Brasil

Readings:

Folha Sao Paulo, Itar-Tass, Novosti, Moscow Times, China Daily, Indian News, EFE.

Books

Aboville R, and Sun Q. (2010), Investissements pétroliers chinois en Afrique, L’Harmattan

IMF, statistical yearbook

Jacopin T. (2009), A BRIC framework for former and current worldwide BRIC companies, Proceedings, International Conference Chennai, April 2009

Khanna T. (2008), Billions of Entrepreneurs, HBS Editors

Maddison A. (2006), Contours of the world economy, 1-2030, OECD

Guillemoles A and Lazareva A. (2008), Gazprom, le nouvel empire, ED. Les petits matins

OECD (2006), The world Economy, OECD Publishing

UN, Statistical Yearbook

Wilson D. and Purushothaman R. (2003), Dreaming with BRICs, Goldman Sachs paper n. 99

World Bank, Statistical yearbook

7. RESUME PROFESSOR

Tanguy Jacopin, Dr. is Managing Director of Global born (www.globalborn.com), a strategic consultancy on BRIC countries and stakeholder management. Former Research Fellow at IESE Business School, Tanguy managed his PhD at the Sorbonne University and has a Post-doctorate at Columbia University where he worked with Al Fishlow at the Center for Brazilian Studies ; he was also Visiting Scholar at Cambridge University, Universidad de São Paulo, Universidad de Buenos Aires & Universidad de Barcelona. Apart from the consultant activity, he teaches in several business schools and universities in Spain and abroad (Nebrija, ESIC, ESCP Europe, EOI, ESC Rennes, ESC Brest, Fundación CIFF -a joint initiative of Santander Bank and University of Alcala - Universidad Carlos III, Universidad Pompeu Fabra etc…). Author of many articles on strategy, emerging markets and CSR as well as of the book "CEOs as Leader & Strategy Designers". Tanguy is proficient in French, Spanish, English and Brazilian Portuguese and has a fair command of Russian.

His mails is tanguy.jacopin@globalborn.com

Twitter: tanguyjacopin

8. MEETING WITH PROFESSOR

Campus de La Berzosa, Edificio Ruiz – Giménez, Facultad de Ciencias Sociales, Departamento de Economía y Administración de Empresas.

By appointment.

9. CONTENIDO DETALLADO DE LA ASIGNATURA

GRADO:
ASIGNATURA: GLOBAL ECONOMICS TREND
CURSO: 2º
SEMESTRE: 1º
CRÉDITOS ECTS: 6

Session	Topics	Estudio individual y trabajos prácticos del alumno	Duration class	Hours/Week (Max. 7 hrs. a week
1	World Economic landscape of the last 2000 years to understand the current state of World (economic, demographic and standard of living) Explication of methodology	Goldman Sachs Report o the BRICs	1hr30	
2	9/11 the world has not changed but the BRICs have become the leading strength		1hr30	
3	The end of the parenthesis of the industrial revolution and the wake up of emerging countries	Assignment: in banking, what is your opinion about offshoring?	1hr30	
4	Gazprom Case	**Abdelal R. et al. Gazprom (B): Energy and Strategy in Russian History HBS case (detailed analysis) 709009-PDF-ENG**	1hr30	
5	From Commodities to high value products	Assignment: Issue on microfinance	1hr30	
6	Natura Case	**Jones and Pinho (2007) Natura: Global Beauty Made in Brazil 807029-PDF-ENG**	1hr30	
7	But emerging countries still present some liabilities	Make a report on a specific liability	1hr30	
8	Baidu case (vs. Google)	**Foster et al. (2009) : Baidu.com, Inc.: Valuation at IPO A197-PDF-ENG**	1hr30	
9	Lack of Strong brands	Study a company from a BRIC on link between economic performance and branding	1hr30	
10	Tata case	**Khanna et al. (2009) House of Tata: Acquiring a Global Footprint 708446-PDF-ENG**	1hr30	
11	CSR Blossoming and difficulties after the financial crisis	Explain rise and decline CSR	1hr30	
12	Iberdrola Case	Jacopin et al. (2007):	1hr30	

		Iberdrola: A Utility´s approach to sustainabilit and stakeholder management (I will provide it)		
13	And above all a governance led by industrialized countries		1hr30	
14	EXAM (PE)		1hr30	
15	From Bretton Woods until the subprime crisis	Analyse weaknesses of Bretton Woods system	1hr30	
16	Towards reforms of the Bretton Woods System		1hr30	
17	Current risks bound with the subprime		1hr30	
18	Extracts of Inside jobs and the Corporation	Videos	1hr30	
19	Public debt, Private debt and external constraint	Journal articles according to Evolution of financial crisis	1hr30	
20	The Spanish case	Journal articles according to Evolution of financial crisis	1hr30	
21	Margins of manoeuvre in the real sphere	Journal articles according to Evolution of financial crisis	1hr30	
22	Increase the competitiveness	What is competitiveness? Compare Spanish and French case	1hr30	
23	Manage the regional integration	Teamwork	1hr30	
24	The different areas of regional integration: FTA, Common Market EU vs FTAA or ASEAN	Teamwork	1hr30	
25	The regional integration in the Mercosur		1hr30	
26	Case: Renault in Brazil	Jacopin and Cardoza (2004), Renault in Brazil I will provide it	1h30	
27	The European crisis Back to the pesetas or saved thanks to the Eurobonds?	Journal articles according to Evolution of financial crisis	1hr30	
28	Is the west condemned to decline? Has globalization failed? Jeffrey Sachs	Journal articles according to Evolution of financial crisis	1hr30	
29	Oral presentation		1hr30	
	Final Exam	To be announced		

Notes:

1- Syllabus, dates of class can be modified due to current issues (e.g. deepening of the current financial crisis) or to constraints that were not known at the moment of the completion of the syllabus. Nevertheless, if class schedules were to be modified, participants would be informed ahead of time.

2- Some travels are already scheduled by Professor and known by Administration. That is the reason why positioning in terms of weeks is somehow irrelevant at this stage of the class because some date adjustments will have to be done with particpitants during 1st class.