

## Syllabus of the course “Scenarios of globalization”

25 hrs in winter semester 2012/13 in semi-blocked mode (2 hours per semester)

9 blocks á 3 hours incl. written exam

In English language

### Course description

This highly interactive course will deal with many aspects of “globalization”, not only with global value chains in production and services in various economic sectors, but also with the consequences of globalization, such as protective behavior of various states, conflicts of interest between corporations and states, Intellectual Property issues, relations between developing countries and industrialized countries, as well as environmental issues. The red line through all these issues will be the creation of three so-called Scenarios, which will be elaborated in teams.

### Aims

Aim of the course is to help the students understand the complexity of globalization issue, their interrelations, the interests of the various players (countries, corporations, regulators, NGOs, etc.) as well as levers and ways to improve the global cooperation to the advantage of every player. In addition, they should develop a understanding of how globalization might develop during the next decade.

### Planned learning outcomes

Trends and changes, summarized under the buzzword “Globalization” have profoundly impacted the way, how big, medium-sized and even many small companies are doing business. The ongoing global economic crisis and environmental issues are demonstrating how interconnected the world economies – emerging and developed countries – are and how important an understanding of all kinds of inter-dependencies (regions, industrial sectors, value chains) is. The growing importance of major new economies, like China or India, ensures that these changes will continue during the upcoming decades.

The course will develop an understanding of **trends, forces, impacts, risks, opportunities**, etc. which are connected with “Globalization”.

After participating in the course, students should be able

- i) To understand **driving forces** of globalization and how these have changed/will be changing the **structures of businesses, economies and societies**
- ii) To judge how **major players and stakeholders** are behaving, in order to promote their interests and to use/avoid consequences arising out of these trends
- iii) To assess the **risks and opportunities** for various industrial sectors from these challenges – especially analyzing the ongoing global crisis

- iv) To **use opportunities** from globalization **in an entrepreneurial way** for the own business or future company.

Participants will prepare and present global trends in the four industries: Agriculture, Energy, Automotive and Supply Industry. They will **jointly elaborate scenarios** describing how globalization might develop during the years to come, depending on various assumptions, and, thus, will develop **sensitivity for differentiating between industries**.

### **Structure and schedule of the course** *(exact subjects depending on availability of guestspeakers)*

#### **Wednesday, October 10th (5:00 pm – 7:45 pm; 2,5 hrs net), SR 1.15/D**

- Introduction to the course, expectations, time planning etc.
- Globalization: history, driving forces, general opportunities and risks
- Discussion of preparatory reading material (examples, cases etc.)
- Role game or guest speaker on basic globalization issues
- Distribution of individual tasks, team topics and scenarios

#### **Wednesday, October 17<sup>th</sup> (5:00 pm – 7:45 pm; 2,5 hrs net), SR 1.15/D**

- Warm up
- General aspects of scenario planning (What is a scenario?)
- Basics on institutions and regulations
- Typical WTO cases (presentations by students)
- Guest speaker on institutions

#### **Friday, October 19st (5:00 pm – 7:45 pm; 2,5 hrs net), SR 1.15/D**

- Warm up
- Examples for scenarios: India 2025, etc.
- Liberalization/protectionism; stakeholders of globalization/states vs. corporations
- Global energy markets: characteristics, trends, forecasts

#### **Wednesday, November 7th (5:00 pm – 7:45 pm; 2,5 hrs net); SR 1.15/D**

- Warm-up
- Basic considerations for all 3 scenarios: definition of each scenario
- Global agricultural/food/commodity markets: characteristics, trends, forecasts
- Guest speaker on macro-economics quantitative trends and correlations

#### **Wednesday, November 9th (5:00 pm – 7:45 pm; 2,5 hrs net); SR 1.15/D**

- Warm-up
- First hypothesis of scenario team 1

- General issues of global Intellectual Property
- Global Pharma industry: characteristics, trends, forecasts
- Guest speaker on Intellectual Property regulations

**Friday, November 14th (5:00 pm – 7:45 pm; 2,5 hrs net); room 1.15/D**

- Warm up
- First hypothesis of scenario team 2
- Challenges of major world regions (China, India, Africa, the Americas)
- The global automotive industry: characteristics, trends, forecasts
- Guest speaker on global industry case

**Wednesday, November 28th (5:00 pm – 7:45 pm; 2,5 hrs net); room 1.15/D**

- Warm-up
- First hypothesis of scenario team 3
- Challenges of major world regions (China, India, Africa, the Americas); cont'd
- Guest speaker on global industry case

**Wednesday, December 5th (5:00 pm – 7:45 pm; 2,5 hrs net); room 1.15/D**

- Warm up
- Q&A concerning the scenarios
- Environmental issues of globalization
- Consequences of globalization for Europe
- Guest speaker on social consequences and alternatives

**Friday, December 7th (5:00 pm – 7:00 pm; 2,0 hrs net; Written exam until 8:15 pm)  
room 1.15/D**

- Warm up-discussion
- Discussion of Scenario 1 (team presentation)
- Discussion of Scenario 2 (team presentation)
- Discussion of Scenario 3 (team presentation)
- Comparison of scenarios; conclusions and learnings

**Written exams** (60 min; 7:15 – 8:15 pm)

## **Teaching and learning method**

The subjects connected with globalization are highly complex and interrelated with regards to many different areas like corporate strategy, politics, economics, environment, culture and even ideology. Therefore, the course will be held in a highly interactive mode, with the students preparing defined subjects, working in teams on cases and scenarios.

There will be a homepage available for the course, providing a platform for discussions and blogs of students, and for the scenario teams. Students are expected to participate in these online discussions. In addition, the course will be supported by several guest speakers, partly from top management, who will highlight their own experiences, views and interests.

### **Lecturer: Dr. Manfred REICHL**

After his long-term position as a Senior Partner and Managing Director of Roland Berger Strategy Consultants in Austria and Central/Eastern Europe, Dr. Reichl stepped down from operative management in mid 2007, after 20 years with the company. Today, he is acting as a Senior Adviser to Roland Berger; he invests into small and medium sized companies and serves in non-executive positions. Before joining Roland Berger in 1987, he was a Marketing Program Manager at Hewlett Packard in Böblingen/Germany for four years; before that, he had served as an Assistant Professor at the Institute for Management and Organization in Graz/Austria, lecturing IT-organization, Computer Aided Design and Artificial Intelligence. During and immediately after his studies, he did various jobs in sport teaching and at a major Austrian Construction Company. He studied at the Technical University in Graz/Austria, at Stanford University in California, and at the Massachusetts Institute of Technology. Dr. Reichl holds a Dipl.-Ing. degree in Civil Engineering and Doctor degrees in Engineering and in Law. He was born in Salzburg, is married, and has 2 adult daughters.

### **Prerequisite for attendance**

- Students should have studied/have experience with economics for at least 3 years
- Students should have glanced through the required reading material before the first day of the class. The reading list will be available via the IMM department, via the Roland Berger Vienna homepage [www.rolandberger.co.at](http://www.rolandberger.co.at), and via the homepage of the course [www.globinion.at](http://www.globinion.at) , at least 2 weeks before the first lecture.
- Students must have written an **Opinion Statement** (in English language; max. 2 pages) on two of the articles in folder reading material (obligatory; registered students, who do not deliver the pre-course assignment cannot be considered for participation).

### **Criteria for a positive evaluation of the attendance of the course**

Missing 3 (out of the 9) classes will result in negative evaluation.

- i) Pre-course assignment (10%) – written; on paper  
Pick two articles of the reading list and express your opinion on one DIN A4 page (1 ½ lines, character size 11). It is recommended to comment on articles on related

subjects. Upload the document with your opinion statement until the first day of the course. (Header of page containing: name of participant, articles commented)

- Evaluation according to substance of opinion and clarity of expression
- ii) Class participation (15%) – oral  
Students are strongly encouraged to actively take part in the discussions and contribute their own experiences.
- Engagement will be tracked.
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- iii) Teamwork and seminar presentations (35%) – oral  
Students are required to engage in teams to prepare homework jointly (e.g. subjects like regulatory environments, cases or scenarios) and to present the results in short presentations
- Engagement will be tracked and evaluated
- iv) Participation in the online discussions/blog (10%) – written, online  
During the course, Dr. Reichl will provide an online discussion/blogging possibility. Students are expected to participate and feed in fresh thoughts
- Engagement will be tracked
- v) Exam (30%) – written; on paper  
On December 7, 7:15 pm, there will be a written exam, where the student will answer questions on the discussions during the course and write short statements on his/her opinion on certain subjects and/or cases.

Please address all administrative issues to the [imm@wu-wien.ac.at](mailto:imm@wu-wien.ac.at)

- Dr. Reichl can be reached via [imm@wu-wien.ac.at](mailto:imm@wu-wien.ac.at) (direct coordinates will be provided during the course)
- Downloads of material via [www.rolandberger.co.at/globalization](http://www.rolandberger.co.at/globalization)
- Web address of course platform: [www.globinion.at](http://www.globinion.at)