

Professor David Primo
Harkness Hall 318
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Fall 2016, Tues. and Thurs. 12:30-1:45
Office Hours: Tues. 2:15-4:15 PM, and by appt.
<http://www.rochester.edu/College/PSC/primo>

PSC 244K/W—Politics and Markets: Innovation and the Global Business Environment
This Version: November 18, 2016

Course Description

Innovation is a driving force behind the massive increases in wealth that occurred in the 20th century, and the

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the textbook are on 2-hour reserve in Rush Rhees Library. Additional required readings will be available with the University of Rochester. Two copies of the *7th* ed., by David P. Baron. www.rochester.edu.

- *Exams* each count toward *30 percent* of your grade.
- *Analysis Questions* collectively count toward *10 percent* of your grade. You are required to turn in 6 assignments to receive full credit for this portion of your grade. If you turn in fewer than 6 assignments, your grade will be reduced proportionally. For instance, if you turn in only 5 assignments, you will receive 8.3 out of 10 points for this portion of your grade. Turning in more than 6 assignments will not increase your grade, but I encourage you to do all assignments in order to be better prepared for class and for exams.
- *244W Students*: Exams each count toward *22 percent* of your grade; case analyses/reading questions collectively count toward *10 percent* of your grade; the course paper counts toward *24 percent* of your grade.

Teaching Assistants (can answer questions about course material, exams, assignments, and grading)
Nathan Bennett,

jbenne23@ur.rochester.edu, Harkness Hall 334, Office Hours: Fri. 1:30-2:30 PM
Yu Wang, ywang176@ur.rochester.edu, Harkness Hall 330, Office Hours: Wed. 2-3 PM

- 14. Thursday, October 20: Integrated Strategy in a Global Context**
Reading: Chapter 2 (pp. 33-34); Ghemawat
HW Due: Analysis Questions
- 15. Tuesday, October 25: International Expansion and Integrated Strategy**
Case: Toys ‘R’ Us and Globalization (pp. 552-556)
- 16. Thursday, October 27: China**
Reading: Chapter 16 (pp. 448, 453-470)
Case: Google in China (pp. 472-476); Google out of China (pp. 699-702)
HW Due: Analysis Questions (Blackboard; do not answer preparation questions in cases)
- 17. Tuesday, November 1: International Trade**
Reading: Chapter 19 (pp. 519-540)
- 18. Thursday, November 3: Emerging Markets and Political Risk**
Reading: Chapter 17 (pp. 477-493); Henisz and Zelner
HW Due: Analysis Questions
- 19. Tuesday, November 8: Exam 2 (covers classes 11, 13-17)**
- 20. Thursday, November 10: Innovation in the News Media**
Guest Speaker: Richard Keil, Senior Advisor, International Government Relations, ExxonMobil
Reading: Reading Packet
- 21. Tuesday, November 15: The European Union (and “Brexit”)**
Reading: Chapter 15 (pp. 417-425, 434-439); Reading Packet
- 22. Thursday, November 17: Regulating Finance**
Guest Speaker: Joel Seligman, President and CEO, University of Rochester
Reading: Reading Packet
- 23. Tuesday, November 22: Election 2016 Open Discussion**
- ***Thursday, November 24: No Class (Thanksgiving)**
- 24. Tuesday, November 29: The Federal Government and US Defense Innovation in the Global Marketplace**
Guest Speaker: Jennifer Hanley, Director, International Government Relations, Harris Corporation
Reading: Reading Packet
- 25. Thursday, December 1: Ethics in the Global Arena**
Reading: Chapter 24 (pp. 681-690); Nike in Southeast Asia (pp. 95-97); Reading Packet
HW Due: Analysis Questions (Blackboard; do not answer preparation questions in case)
- 26. Tuesday, December 6: Corruption and Bribery in a Global Context**
Reading: Chapter 24 (pp. 691-699); Siemens: Anatomy of Bribery (pp. 704-706)
Easterly; Reading Packet
244W Students: Course Paper Due
- 27. Thursday, December 8: Course Wrap-Up**
- 28. Tuesday, December 13: Exam 3 (covers classes 18, 20-22, 24-27)**
There is no final examination in this course.