

- 8. Tuesday, September 28: Intellectual Property in an International Context**
Reading: Chapter 18 (pp. 582-583); World Trade Organization (Blackboard); Reichman (Blackboard)
Case: Compulsory Licensing, Thailand, and Abbott Laboratories (pp. 602-606)
HW Due: Reading questions [not the questions at the end of the case] (Blackboard)
- 9. Thursday, September 30: Internet Privacy**
Reading: Chapter 13 (pp. 417-423)
Case: Facebook (Blackboard)
- 10. Tuesday, October 5: Guest Speaker Slot (subject to change)**
Guest Speaker:
Background:
Reading:
HW Due:
- 11. Thursday, October 7: Venture Capital**
Reading: Malkiel (Blackboard)
Case: VC and Financial Services Regulatory Reform—Gage (Blackboard); McGuire(Blackboard)
- 12. Tuesday, October 12: *Exam 1 (covers classes 2-10)***
- 13. Thursday, October 14: Case—The Market and Nonmarket Environment of Google**
Reading: Ch. 2 (pp. 38-39); Ch. 8 (pp. 239-240); The Nonmarket Environment of Google (pp. 25-32); Auletta (Blackboard); Vascellaro (Blackboard)
HW Due: Reading questions (Blackboard)
- 14. Tuesday, October 19: Guest Speaker Slot (subject to change)**
Guest Speaker:
Background:
Reading:
- 15. Thursday, October 21: Integrated Strategy in a Global Context**
Reading: Ghemawat (Blackboard)
HW Due: Reading questions (Blackboard)
- 16. Tuesday, October 26: International Trade**
Reading: Chapter 18 (pp. 574-596)
- 17. Thursday, October 28: Japan**
Reading: Chapter 14 (pp. 451-473)
Case: Toys ‘R’ Us and Globalization (pp. 614-618)
- 18. Tuesday, November 2: The European Union**
Reading: Chapter 15 (pp. 481-490, 496-505)
Case: Aldeasa and the EU Duty Free Abolition (A) (pp. 511-516); (B) Case (Blackboard)

19. Thursday, November 4: China

Reading: Chapter 16 (pp. 517, 523-539)

Case: Google in China (pp. 545-548)

HW Due: Reading questions [not the questions at the end of the case] (Blackboard)

20. Tuesday, November 9: Exam 2 (covers classes 11, 13-18)

21. Thursday, November 11: International Aviation Regulation

Guest Speaker: Michael Durham

Background: Michael Durham is a former CFO of American Airlines and former CEO of Sabre, an information technology services provider for the travel industry. Mr. Durham currently serves on the boards of several public and private companies, including Acxiom, Asbury Automotive, and Hertz, and consults in the aviation and technology industries. He received his undergraduate degree from the University of Rochester and his MBA from Cornell University.

Reading: TBA

22. Tuesday, November 16: Emerging Markets

Reading: Chapter 17 (pp. 549-563)

Case: Tesco PLC in India? (pp. 564-566)

23. Thursday, November 18: Guest Speaker Slot (subject to change)

Guest Speaker:

Background:

Reading:

24. Tuesday, November 23: Ethics in the Global Arena

Reading: Chapter 23 (pp. 749-761); Nike in Southeast Asia (pp. 112-115); Silverstein (Blackboard); Kristof (Blackboard)

HW Due: Reading questions (Blackboard)

NOTE: Thursday, November 25: Thanksgiving (NO CLASS)

25. Tuesday, November 30: Corruption and Bribery in a Global Context

Reading: Chapter 23 (pp. 761-771); Easterly (Blackboard); Fisman (Blackboard); Searcey (Blackboard);

Case: Siemens: Anatomy of Bribery (pp. 774-777)

26. Thursday, December 2: Corporate Social Responsibility and Creative Capitalism

Reading: Ch. 19 (pp. 621-625); Karnani (Blackboard); Excerpt from *Creative Capitalism* (Blackboard)

HW Due: Reading questions (Blackboard)

27. Tuesday, December 7: Course Wrap-Up

28. Thursday, December 9: Exam 3 (covers classes 19, 21-27)

There is no final examination in this course.

Required Readings, in the order they are assigned (These readings are available through E-reserves on Blackboard; required readings added after the preparation of this syllabus will also be available on E-reserves.)

Baumol, William J., Robert Litan, and Carl Schramm. 2007. *Good Capitalism, Bad Capitalism, and the Economics of Growth and Prosperity*. New Haven: Yale University Press, ch. 5.

Schramm, Carl, and Robert E. Litan. 2008. "The Growth Solution." *The American* July/August:32-38.

Baumol, William J. 1990. "Entrepreneurship: Productive, Unproductive, Destructive." *Journal of Political Economy* 98(5, Pt. 1):893-921.

Intellectual property law, selected provisions.

Puknys, Erik R., and Weiguo (Will) Chen. 2009. "U.S. Patent-Law Reform Update."

Peterson, Kristina. 2009. "Proposed Change in Patent Policy Pits Big Firms vs. Small." *Wall Street Journal*, November 4, p. A4.

Downes, Larry. 2009. *The Laws of Disruption*. New York: Basic Books, pp. 195-220.

World Trade Organization. 2007. *Understanding the WTO*. 3rd ed., pp. 39-43.

Reichman, Jerome H. 2009. "Compulsory Licensing of Patented Pharmaceutical Inventions: Evaluating the Options." *Journal of Law, Medicine, and Ethics* 37:247-263.

Facebook reading packet.

Malkiel, Burton G. 2007. "Finance and Innovation." In *Entrepreneurship, Innovation, and the Growth Mechanism of the Free-Enterprise Economies*, eds. Eytan Sheshinski, Robert J. Strom, and William J. Baumol. Princeton: Princeton University Press, pp. 324-336.

Gage, Deborah. 2009. "Fight Against Regulation Intensifies." *Venture Capital Journal*, November 1.

McGuire, Terry. 2009. Congressional Testimony. October 6, 2009.

Auletta, Ken. 2009. "Searching For Trouble." *New Yorker*, October 12, pg. 46.

Vascellaro, Jessica E. 2010. "Google Agonizes on Privacy as Ad World Vaults Ahead." *Wall Street Journal*, W

Fisman, Raymond. 2010. "Corruption You Can Count On." *Wall Street Journal*, April 3, p. W3.

Two articles by Dionne Searcey regarding corporate bribes (contained in one pdf):

Searcey, Dionne. 2009. "U.S. Cracks Down on Corporate Bribes." *Wall Street Journal*, May 28.

Searcey, Dionne. 2009. "Small-Scale Bribes Targeted by OECD." *Wall Street Journal*, December 10.

Karnani, Aneel. 2010. "The Case Against Corporate Social Responsibility." *Wall Street Journal*, August 23, p. R1.

Kinsley, Michael, ed. 2008. *Creative Capitalism*. New York: Simon & Schuster, selected pages.