

University of Haifa
Faculty of Management – Business Administration Department
International MBA Program

Class: MAGNOLIA (course 209.4881)

Course name: **GeCoPolitics for Business** (Introduction)

Lecturer: Associate Professor Chalom Schirman

Office hours: Thursdays from 14:00 to 15:00 (upon appointment)

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Course description

This Introductory course (1 credit), based on a full 32 hours course, aims at introducing students to the new discipline of **GeCoPolitics** for Business.

The term **GeCoPolitics** combines Geo-Politics and Geo-Economics and was coined as a result of the need to recognize, evaluate and face the combined effect of the geographical, economic and political factors on the globalized business world.

In a world that is open, digital and complex and where the balance of power always seems more precarious, it is, indeed, imperative for businesses and businesspeople to seek to hedge risks and to seize opportunities.

Thus, the new discipline of **GeCoPolitics** aims at providing a comprehensive framework for understanding the increasingly chaotic and complex state of international relations and the concomitant acceleration of the globalization process. It incorporates the risks and opportunities engendered, on the one hand, by traditional geopolitics and, on the other hand, by new actors and factors that emerged with the extension (or future contraction?) of globalization.

Learning Outcomes

This introductory course is intended to enable students to have a better understanding of the all facets of the present process of globalization, its possible futures and its effects on business.

At the end of it, the student is expected to

- Gain a general broad view, perception and understanding of the relative weight of contending forces on the current world stage and of the geographical/historical constraints impacting the actions of decision-makers in international business.
- Be able to properly evaluate the issues relevant to contemporary international economic, commercial and financial relations and the geopolitical risks for business.
- Have acquired a basic understanding of the methodology in GeCoPolitics (GCP) and be able to use the GCP model and the GCP tools that were presented.

Teaching Method

- Mainly lectures, map reading and analysis of case studies with the lecturer.
- Guided personal or group work on case studies.

Assessment

Component of Final Grade	Percent of final grade	Important Remarks
Participation in the Class discussions	20%	articles to be read for each session
Readings' Report	30%	<u>Deadline for submission: September 3, 2017</u> (see separate Instruction sheet)
Analysis and report of a Mini Case Study	50%	<u>Deadline for submission: October 23, 2017</u> (see Mini Cases booklet for directives).

Required Readings

- The Course Manual includes copies of articles that need to be read (all of them!) before the start of the course.
- Other material is posted on Moodle and needs to be prepared according to the schedule below.
- The mini Case Studies to be prepared by students according to instructions provided by the lecturer in the Mini Cases Booklet.

REMINDER:

STUDENTS ARE REQUIRED TO READ THE MANUAL BEFORE THE START OF THE COURSE.

Access to the PPT used by the lecturer will be available.

Course Outline

Session	Required Reading FOR THE Session
Session 1. Introduction: Geopolitics or GeCoPolitics? <ul style="list-style-type: none"> • Geopolitics: traditional GP and globalization • What is globalization? • New actors and new factors in GP: End of state power? • Recent examples of GCP issues and their business impact • Why GCP matters to business leaders 	<ol style="list-style-type: none"> 1. Alstom, a GCP war between France and the USA (on Moodle) 2. Behind GE's takeover of Alstom Energy (on Moodle) 3. EU GCP war against Apple (on Moodle) 4. Uber, Brexit and old GP (on Moodle) 5. Why globalization stalled (on Moodle)
Session 2: The traditional geopolitics approach <ul style="list-style-type: none"> • The T.P.S. paradigm: <ul style="list-style-type: none"> o Is an a-polar world (without hegemons) possible? o The role of enforcement in GCP: is world governance possible? o The persistent role of territory in security and development o The role of international norms • Does globalization modify the world/regional distribution of power? <ul style="list-style-type: none"> o Have boundaries/borders disappeared? o New territorial world order (emergence of China)? o Weakening or even irrelevance of sovereignty? o Emergence of new actors in GCP • Are territories and borders still relevant? (the so called de-territorialization of power) <ul style="list-style-type: none"> o Westphalian system Vs World governance o Migrations as a GCP issue o Failed States • Who are the new geopolitical actors and what is their power? (MNC; "Financial markets"; NGOs; International Organizations) 	<ol style="list-style-type: none"> 1. Fergusson Niall, <i>End of Power</i> (Manual – Annex 2) 2. Kaplan Robert, <i>Towards an apolar/anarchic world</i> (in Manual - pp 18-20) 3. Hegemonic stability (on Moodle) 4. Westphalian system Vs World governance (in Manual pp 26-30) 5. Failed States (study thoroughly the following site: http://fundforpeace.org/fsi/ pay attention to the criteria/indicators)

<p>Session 3: Integrating GP and globalization: GeCoPolitics (GCP)</p> <ul style="list-style-type: none"> • Edward Luttwak's seminal article: <i>From GP to Geo-economics</i> • The GCP model • Illustrations of the relevance of GCP for organizations and business <ul style="list-style-type: none"> ○ Washington Consensus; Beijing Consensus ○ British Petroleum and the Gulf of Mexico crisis ○ Impact of oil prices and economic sanctions on Russian firms ○ OBOR and the South Asian countries ○ GCP of the web <p>GCP Instruments</p>	<ol style="list-style-type: none"> 1. Luttwak Edward, <i>From Geopolitics to Geoeconomics</i> (in Manual – Annex 3) 2. <i>Washington Vs Beijing Consensus</i> (in Manual – Annex 1 and on the Web)
<p>Session 4: GCP tools for analysis</p> <ol style="list-style-type: none"> 1. GCP profile (national GCP profile) Illustration: a profile of China 2. Three levels analysis (national, regional and global) Illustrations: Lebanon, Georgia, Turkey, Serbia, North Korea 2. GCP Risks and opportunities analysis <ol style="list-style-type: none"> a. What are GCP risks and how can they be mitigated b. Types of GCP risks (market, investment, regulatory, sovereign) c. The Obsolescing Bargain Model 4. Scenario building <ol style="list-style-type: none"> a. Long view b. Outside-in thinking c. Cross-issues scenarios (multiple perspectives) 	<ol style="list-style-type: none"> 1. "What If" scenari (on Moodle) 2. Get acquainted with Eurasia Group at https://www.eurasiagroup.net/people/IBremmer