



Management  
**UNIVERSITY OF TORONTO**  
S C A R B O R O U G H

**MGSC C46**

(formerly MGT C46 2009-2012)

Managerial Perspectives in a Global Economy

**Jan – Apr 2015**

**Instructor Contact Information:**

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**Name:** Tim Richardson  
**Office:**  
**Office hours:** Thu 11:00 am – 1pm + Tues 6-7pm  
- students are also welcome to call Richardson on his cell outside of office hours at 416-677-3467 for immediate replies to questions and concerns  
**Email:** richardson@utsc.utoronto.ca  
**Telephone:** cell 416-677-3467  
**Class day/time:** Tuesday 19:00 (5:00 pm) – 2100 (9:00 pm)  
**Class location:** room 200 in the New Instructional Building  
**Course website:** [www.witiger.com/universityoftoronto/MGSC46.htm](http://www.witiger.com/universityoftoronto/MGSC46.htm)

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**Course Description:**

This course discusses Managerial perspectives on the influences of Globalization, Sovereignty and Sustainable Development. Extensive discussions of int'l business ethics and social-cultural considerations. Foreign Direct Investment, Outsourcing and offshoring, Global Manufacturing and Supply Chain Management. Guest speakers

(the discussion of international business ethics cases does not duplicate any content discussed in MGTC59)

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**Prerequisite(s):** [MGMA01H3](#) .....

**Exclusion:** (MGTC46H3), MGEC93H3/(ECMC93H3), ECO230Y, ECO364H

**Breadth Requirement:** Social & Behavioural Sciences

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**Textbook/Recommended Course Materials:**

Global Business Today, 3rd Canadian Edition

ISBN-13: 978-007040179-2

in C46 we cover Chpt 1 2 4 5 7 11 12 14 15 16

Much of the textbook material is replicated on the course website at

<http://www.witiger.com/universityoftoronto/MGSC46.htm>

In addition to the course material from the textbook, additional web-based content complimenting the text topics and the main course themes is on the course website at

<http://www.witiger.com/universityoftoronto/MGSC46.htm>

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**Lecture Notes and Other Announcements:**

The lecture notes are online on the instructor's website at

[www.witiger.com/universityoftoronto/MGSC46.htm](http://www.witiger.com/universityoftoronto/MGSC46.htm)

The online course information includes text notes, Powerpoint slides, audio clips and video clips

**Announcements**

Announcements about specific topics in particular classes related to upcoming lectures and discussions will be made verbally in class, and through the UTSC Blackboard site, and where situations warrant through the instructor's Twitter channel and YouTube channel (for example an emergency cancellation of a class)

**Additional Resources and Course Updates:**

Additional resources such as links to external web pages, and video and audio clips related to the course content will be communicated through Blackboard and the course website. Detailed online course outline featuring lecture notes and specific readings and assignment details and videos can be found at: [www.witiger.com/universityoftoronto/MGSC46.htm](http://www.witiger.com/universityoftoronto/MGSC46.htm)

Course Updates will also be communicated through the UTSC Blackboard site and the course website.

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## Evaluation and Grading:

Component	Weight/Value	Due Date
Test	15%	Covering the first 3 to 4 lectures
Mid-term Exam	30%	Covering three quarters of the course
Class Participation ./ contributions	15%	Ongoing throughout the course
Assignments and Group Submissions:  Composed of <ul style="list-style-type: none"><li>- Group Case Study Report (20%)</li><li>- Group Case Study presentation in the final class (20%)</li></ul>	40%	Due in the last class

### Group Work

The Group Project requires a written report discussing a managerial situation in global business.

See details at <http://www.youtube.com/watch?v=zfgNeAj64kU>

The assignment is designed in such a way that you should, as you attend the lectures, and go through the web site, reference managerial decision making theory and tactical information which you will use in this assignment. You should be working on this assignment from the first class and try to gather, as you proceed, all the information you will need so that when you compile the assignment in the end of the course, you will have covered all the required course content.

### Policy on Missed Assignments/Examinations:

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Policy on Missed Exams - follows existing departmental policy

Policy on Late Assignments –  
5% per day

### Academic Support

The Department of Management, in collaboration with the UTSC library, will be providing academic research support in the IC Building. To refine your research skills or to learn more about various scholarly resources, please contact the Librarian for Management and Economics students.

Lola Rudin, Subject Librarian, Management and Economics

Room IC375

Office hours: Monday & Thursday, 1:00 – 3:00pm or by appointment

Email: [lrudin@utsc.utoronto.ca](mailto:lrudin@utsc.utoronto.ca)

Web: [http://guides.library.utoronto.ca/utsc\\_mgmt](http://guides.library.utoronto.ca/utsc_mgmt)

The English Language Development Centre (ELDC) helps students develop the critical thinking, vocabulary and academic communication skills essential for achieving academic and professional success. Personalized support includes: RWE (for academic writing); Communication Cafés (oral); Discussion Skill-Building Cafés; Vocabulary Cafés; seminars/workshops; personal ELD consultations; drop-in sessions.

<http://ctl.utsc.utoronto.ca/eld/>

The Writing Centre (TWC) offers invaluable services to students (learn to become a better writer!) and offers many different kinds of help: drop-in sessions, individual consultations, workshops, clinics, and online writing handouts. <http://ctl.utsc.utoronto.ca/twc/>

## **Academic Misconduct**

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Students should note that copying, plagiarizing, or other forms of academic misconduct will not be tolerated.






Any student caught engaging in such activities will be subject to academic discipline ranging from a mark of zero on the assignment, test or examination to dismissal from the university as outlined in the academic handbook.



Any student abetting or otherwise assisting in such misconduct will also be subject to academic penalties.

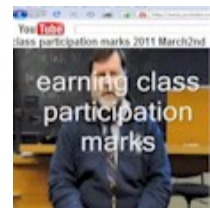
**Detailed Course Outline:**

Detailed Course Outline and Lecture and Assignment dates and details Jan-Apr 2015

U of T snow line for UofT, UTM and UTSC 416-978-7669

January	February	March	March / April
<p><b>earning class participation / contribution marks</b></p> <hr/> <p><a href="#">Canada's Trade Investment</a></p>  <p><a href="#">Canada/USA/China/Japan</a></p> <hr/> <p><b>Chpt 1 Text Globalization</b>            Globalization of Markets/Customers            Globalization of Production            Globalization of Gov't / NGOs</p> <hr/> <p>Globalization of Gov't / NGOs            - IMF, World Bank, UN, WTO</p> <p>Drivers of Globalization            text p. 10-11 barriers            text p. 13-14 technology</p> <hr/> <p><a href="#">Globalization and Sovereignty</a></p> <hr/> <p><a href="#">Reverse Globalization</a></p> <hr/> <p><a href="#">Sustainable Development</a></p> 	<p><b>Chpt 4 Text ethics</b> and social considerations            (earn class participation marks by being prepared to discuss corporate ethical situations you know)</p>  <hr/> <p>Int'l <a href="#">Trade theories</a></p> <p><b>Chpt 5 text</b></p> <ul style="list-style-type: none"> <li>o Mercantilist Theory</li> <li>o Absolute Advantage</li> <li>o Comparative Advantage               <ul style="list-style-type: none"> <li>- Ricardian Model</li> <li>- Heckscher-Ohlin Theory</li> </ul> </li> <li>o Int'l Product Life Cycle</li> <li>o New Trade Theory               <ul style="list-style-type: none"> <li>- Krugman, M.I.T.</li> </ul> </li> </ul> <hr/> <p>Porter and <a href="#">Competitiveness</a></p> <p><a href="#">Canada and competitiveness</a></p> <hr/> <p>capital flows across int'l borders (for</p> <ul style="list-style-type: none"> <li>- portfolio investment</li> <li>- direct investment</li> </ul> <p><a href="#">Feldstein/Horioka</a></p> <hr/> <p>FDI models</p> <ul style="list-style-type: none"> <li>o Gravity Model</li> <li>o Knowledge Capital Model</li> </ul> <hr/> <p>Foreign Direct Investment</p> <p><b>Chpt 7 Text FDI concepts</b></p>	<p>Foreign Direct Investment</p> <p><b>Chpt 7 Text UNCTAD</b></p> <p><a href="#">FDI in Canada</a></p> <p>2009Mar16  <a href="#">article in The Star</a></p> <hr/> <p><b>Chpt 10 Text</b> (see <a href="#">MGSC44</a>)</p> <hr/> <p><b>Chpt 11 Text</b> Global Strategy (Mar 11)</p> <ul style="list-style-type: none"> <li>o global expansion</li> <li>o pressures for COST reduction</li> <li>o local responsiveness</li> </ul> <p>Strategic Choices</p> <ul style="list-style-type: none"> <li>o International Strategy</li> <li>o Multidomestic Strategy</li> <li>o Global Strategy</li> <li>o Transnational Strategy</li> </ul> <hr/> <p><b>Chpt 12 Text</b> <a href="#">Country Evaluation and Selection</a> (Mar 11)</p> <ul style="list-style-type: none"> <li>- weighing variables</li> </ul> <p>Strategic Alliances (see <a href="#">MGSC44</a>)</p> <hr/> <p><b>Chpt 13 Text</b> (see <a href="#">MGSC44</a>)</p>	<p><b>Chpt 15 Text</b> <a href="#">Offshoring Outsourcing</a></p> <p>Global manufacturing and <a href="#">Supply Chain Management</a></p> <p><a href="#">Just In Time (J.I.T.)</a></p>  <p><a href="#">TQM</a>  <a href="#">Total Quality Management</a></p>  <p><a href="#">ISO 9000</a></p> <hr/> <p><b>Chpt 16 Text</b> <a href="#">HRM - Human Resource Management</a></p> <p><b>Chpt 16 Text</b> international development of mgrs  <a href="#">Canoe Race !! parable</a></p> <hr/> <p>Freight Forwarders</p> <p>Trading companies</p> <ul style="list-style-type: none"> <li>- keiretsu</li> <li>- <a href="#">sogoshosha</a></li> </ul> <hr/> <ul style="list-style-type: none"> <li>o <a href="#">Intranets/Extranets 4 IB</a></li> <li>o <a href="#">Kaizen</a></li> </ul>

<p><a href="#">Video</a> discussed in class watch it again on your own</p> <hr/> <p><b>Chpt 2 Text</b> (discussion from the text)</p> <p>"isms"</p> <ul style="list-style-type: none"> <li>- differences in Economic Development</li> <li>- PPP Purchasing Power Parity (<a href="#">Big Macs</a>)</li> </ul>	<p>(done in C46 in 2009)</p> <ul style="list-style-type: none"> <li>- Govt control</li> <li>- Investor control</li> </ul> <p><a href="#">class debate</a></p> <p><a href="#">FDI in Canada</a></p> <p><a href="#">Cdn FDI Examples</a></p> <p><a href="#">Japanese FDI</a> in Cda</p> <p>FDI <a href="#">withdrawal</a></p>	<p>-----</p> <p><b>Chpt 14 Text</b> <a href="#">Globalization of Markets</a></p> <p>Int'l Market Segmentation</p> <p>Push vs Pull Strategy <a href="#">push-pull powerpoint</a></p> <p>Global Advertising</p> <p><a href="#">Dumping</a></p> <p>-----</p> <p>Int'l Pricing Strategy</p> <ul style="list-style-type: none"> <li>o predatory pricing</li> <li>o multipoint pricing</li> <li>o experience curve pricing</li> </ul>	<p>.....</p>  <p>C46 Project Explained in YouTube video</p>  <p>C46 how it will be marked</p>
<p>Jan 6th 2015</p> <p>Jan 13</p> <p>Jan 20</p>	<p>Jan 20</p> <p>Jan 27</p> <p>Feb 3 Test # 1</p> <p>Feb 10</p> <p>break week Feb 16-21</p>	<p>Feb 24</p> <p><b>Mar 3 Mid-Term</b></p> <p><b>7:15 - 9:00 pm</b> <a href="#">STUDY TIPS</a> - if you come early, you can start early</p> <p>Mar 12</p>	<p>Mar 19</p> <p>Mar 26</p> <p>Apr 02 team presentations</p> <p><b>Group Project Presentation</b></p> <p><a href="#">Presentation Tips</a></p> <p><a href="#">STUDY TIPS</a></p>



Read The Newspaper Part 1

Read The Newspaper Part 2  
getting rich on the stock market

Read The Newspaper Part 3  
learn an Industry Sector

Read The Newspaper Part 4  
Business magazines are important

Class Participation Marks  
- the basics

Class Participation  
- how you earn the highest marks