SEMINAR: MULTINATIONAL ENTERPRISES IN THE GLOBAL ECONOMY

Objective: The purpose of this seminar is to describe and explain in an elaborate fashion the role played by multinational/transnational enterprises (MNEs/TNEs) in the global economy. The forces shaping this role and MNEs responses—strategic, tactical, and operational—are highlighted. Theoretical as well as practical issues are addressed in a bottom-up and top-down manner. Regulatory matters are accorded considerable attention.

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Teaching method: Overview by instructor, class discussion, and group exercises.

Assessment method: Class attendance and participation (30%) and a research paper (approximately 2500-word long; 70%), to be submitted via email within a month following the completion of the seminar. Students may choose one of the following eight topics: (1) Any business with significant international exposure (e.g., AIA, AIG, Airbus, Alcoa, Amazon, Banco Santander, BASF, Bechtel, Berkshire Hathaway, BHP Billiton, BNP Paribas, Boeing, British Petroleum, Carrefour, Caterpillar, Citigroup, Coca-Cola, DaimlerChrysler, Deutsche Bank, Diageo, Disney, Dow Chemical, Ericsson, Exxon Mobil, FedEx, Ford Motor, General Electric, General Motors, Goldman Sachs, Google, Hewlett-Packard, HSBC, Hutchison Whampoa, IBM, IKEA, Intel, Johnson & Johnson, JP Morgan Chase, Keppel Corporation, Kimberly-Clark, Kraft Foods, Lenovo, Li & Fung, LVMH, Marriot International, McDonald’s, Merck, Microsoft, Mitsubishi Corporation, Monsanto, News Corporation, Nestle, Nike, Nokia, Novartis, PepsiCo, Pfizer, Philips, Procter and Gamble, Rio Tinto, Samsung Electronics, Siemens, Sony, Standard Chartered, Starbucks, Tata Group, Tesco, Tesla Motors, Time Warner, Toyota, UBS, Unilever, Vodafone, Wal-mart): Growth, Opportunities, Challenges, Strategies, and Impacts (including societal) of a Dynamic and Prominent MNE, (2) MNEs in China: Patterns, Opportunities, Challenges, Strategies, and Impacts (including those stemming from the policy environment), Strategies, and Impacts (including societal); (3) Japanese MNEs: Distinguishing Characteristics, Strategies, and Performance; (4) European MNEs: Patterns, Opportunities, Challenges (including those stemming from the policy environment); (5) Latin American MNEs (‘Multilinas’/’Global Latinas’): Distinguishing Characteristics, Strategies, and Effectiveness; (6) Metanationals: Distinguishing Characteristics, Strategies, and Effectiveness; (7) Dragon Multinationals: Distinguishing Characteristics, Strategies, and Effectiveness; (8) MNEs May Be Thought of as “ Beauties” or as “ Beasts”: Describe, Explain, and Illustrate the Sources of this Ambiguity and Possible Strategies to Address It; or (9) Regulating MNEs, Nationally and Internationally: Imperatives and Challenges.

Assessment criteria for class participation: Frequency of input, quality of observations offered, strategic orientation, ability to convert theory into practice, relevance of illustrations offered, and communication effectiveness.

Assessment criteria for research paper: Clarity, structural coherence, breadth, information provided, examples furnished, sources relied upon, originality/value added, and analytical rigor.

Textbook:

Topics:

   (b) Varieties of MNEs: AR, entire book; DL, chap. 2.

2. (a) MNE motives investment geared toward foreign production: DL, chaps. 2-6.
   (b) MNE entry and expansion strategies: DL, chaps. 7, 9.

3. (a) Internal organization of MNE activities: DL, chap. 8.
   (b) External organization of MNE activities: DL, chap. 9.

4. MNE geographic linkages and impacts: DL, chap. 16.

5. MNEs and long-term technological change: DL, chaps. 11-12.

6. MNEs, environmental preservation, and social responsibility: DL, chap. 18.


Special requirements:

1. Students are expected to be prepared for class by carefully studying instructor’s relevant lecture notes and ppts.

2. Students should familiarize themselves with the structure, strategy, and operations of one MNE (not necessarily chosen from the list provided earlier) and use this specific knowledge as a source of examples and insights throughout the entire seminar.