Shidler College of Business  
University of Hawai`i at Mānoa  
Night MBA Program  
Fall 2016

Bus 627 – Business, Government and the External Environment  
Dr. Jack P. Suyderhoud

Meeting Days: Thursdays  
Meeting Times: 6:00 – 8:45 PM  
Classroom Number: Shidler G-103  

Shidler C401a  
Office Hours: Thursdays, 4:00 – 5:45 PM  
Office Phone: 956-8503  
Email: suyderho@hawaii.edu

Course Description: This course introduces to the students important issues related to the external environment in which they operate. The purpose of this course is to better understand how business and government interact in the context of the broader external environment including social, political, economic, and technological trends. The course has an international focus.

Course Objectives: Upon completion of this course students should be able to:

• Understand the nature or external risks and external stakeholders and how these affect business decisions.
• Understand the scope and objectives of government regulation of business competition and their managerial implications.
• Understand how macroeconomic activity is measured and how governments attempt to affect such activity and the strategic implications for business.
• Understand the theory of international trade and investment and how trade and investment policies affect the business environment and managerial decisions.
• Understand the factors that affect international exchange rates and policy options governments have with respect to exchange rates and how this will affect the business environment.

Readings and Cases: While no textbook is used, readings and cases are required as part of this course. (See the schedule and reading list below.) Many of these readings and cases are available on Lualima. Some you need to purchase from Harvard Business Publishing publications at the following link: http://ch.hbsp.harvard.edu/chmp/access/50957132

Learning and Measurement: This course reflects a “learning-by-doing” philosophy. Assignments are made to get you to do things and learn from the experience. What you do will be evaluated (measured) to see what you have learned. The purpose of measurement is two-fold: to determine your progress and to check how I am doing as a faculty member.

To that end, the following ways will be used to facilitate your learning and to measure our progress through the course:

Attendance and Class Participation: Graduate business education assumes that you will learn much from your fellow students. Hence, it is expected that students participate actively and positively in the class. Class participation is diminished if you are absent, late, or otherwise not engaged, and the class participation grade will reflect that. There are no excused absences.
**Group-based Cases:** There will be a number of cases relevant to the course materials. (See the course schedule.) Aspects of the cases will be presented in the class through short group-based presentations. These group-based presentations will be graded on the basis of both the group and the individual performance. Details are provided separately.

**Final Project:** Details are provided separately.

**Course Grade:**
The following points are associated with the assignments:
- Class attendance/participation: 10 points
- Group-based Cases: 40 points
- Final Project (in multiple parts): 50 points

**Grade distribution policy:**
The Shidler College of Business MBA program adheres to the following grade distribution policy.

1. The target for “A” grades in MBA core courses is no more than 30 percent of assigned grades.
2. The target for “A” grades in MBA elective courses is no more than 40 to 50 percent of assigned grades.


**Academic Dishonesty:** Instances of academic dishonesty, as defined by the University Student Conduct Code [http://studentaffairs.manoa.hawaii.edu/policies/conduct_code](http://studentaffairs.manoa.hawaii.edu/policies/conduct_code), will not be tolerated and any instance of academic dishonesty may result in a grade of “F.” Further disciplinary sanctions may also be imposed by the Dean of Students in accordance with the aforementioned Student Conduct Code.

**Student Handbook:** All information on student services, policies and procedures not mentioned on this syllabus are available in the Shidler College of Business Graduate Student Handbook. You will be held responsible for understanding all University of Hawaii and Shidler College of Business policies and procedures, if you have questions regarding any of these items, please contact OSAS.
AGREEMENT AND RELEASE FORM

Vinhthuc Luong

1. I, the undersigned participant in the Program (herein referred to as "the Program") under the aegis of the University of Hawai‘i at Mānoa Study Abroad Center, for the good and sufficient consideration, receipt of which is acknowledged, DO HEREBY WAIVE AND RELEASE from any or all claims against the State of Hawai‘i, the University of Hawai‘i, and their agents, arising out of, or in any way connected with the program, including, but not limited to:

a. Injury, loss, damage, accident, delay, irregularity, or expense arising from or connected with:
   (1) the use by the Program of any vehicle or other mode of transportation or services;
   (2) any strikes, war, terrorism, weather, sickness, quarantine, government restrictions or regulations, act of God, or any other like reason;
   (3) any act or omission of any steamship, airline, railroad, bus company, taxi service, sightseeing company, hotel, restaurant, institute, school or university other than the University of Hawai‘i, or any other firm, company, individual, or agency;

b. Any intentional or unintentional injury, whether or not resulting in death to me or to any other person or persons, caused, in whole or in part, by me, whether alone or together with or in association with others;

c. Any intentional or unintentional damage or injury to property, whether personal, real or mixed, owned or in the custody or possession of me, or any other person, caused, in whole or in part, by me, whether alone or together with or in association with others;

d. Any financial and other obligations or liabilities that I may personally incur during the duration of the Program, including without limiting the generality of the foregoing, any obligations or liabilities incurred by me in any country in which the Program is conducted; and,

e. Any injury or loss whatsoever suffered by me during the periods of independent travel (which I understand are unsupervised) or during any absence from the Program's supervised activities.

2. I AGREE TO INDEMNIFY AND HOLD HARMLESS the State of Hawai‘i, the University of Hawai‘i, and any of its agents, from any and all claims, costs, expenses, including but not limited to attorney's fees, arising out of or in any way connected with any of the matters described in Paragraph 1 above.

3. Health and Safety. I hereby grant, to the University of Hawai‘i and any of its agents, full authority to take whatever action they must consider to be warranted under the circumstances regarding my health and safety, and I fully release each of them from any liability for such decision or actions as may be taken in connection therewith. I authorize the University of Hawai‘i and its agents, at their discretion, to place me, at my own (or my parents') expense, in a hospital within or outside the United States for medical services and treatment, or, if no hospital is readily available, to place me in the hands of a local medical doctor for treatment. If deemed necessary or desirable by the University of
**Schedule of Topics:** What follows is the tentative schedule of events, which is subject to minor changes depending on progress made during the course. You should read the material prior to class so as to maximize the usefulness of the classroom time.

<table>
<thead>
<tr>
<th>Session</th>
<th>In-class Activity</th>
<th>Topics</th>
<th>Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Oct 13</td>
<td>Case 7: “Currency Wars”</td>
<td>Case only</td>
<td></td>
</tr>
<tr>
<td>Oct 20</td>
<td>Final project, Part D due</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Real Name: Jacinta Wu
Pages: 2
Cost: 2
Balance: 219 pages
Date: 11/01/2013 16:47
Document: Microsoft Word - 20131009_Quiz_keys.doc - 20131009
Printer: E101A HP LaserJet 9050 PCL 6
Readings: (H) = available through Harvard Business Publishing. (See below.) All others are available on Laulima
23. IMF, World Economic Outlook, Update, July 2016.
26. See reading 19.
30. See reading 19.
32. US International Trade Administration, “Fact Sheet on PV Panels”, December 2014
35. See reading 19.

Cases to Be Discussed:
   Even numbered groups: (H) Misawa, “Sales Tax Increase in 2014 Under Abenomics”, Asia Case Research Centre, University of Hong Kong, HK1073, 2015.

(H) = Harvard Business Publishing course pack can be accessed at: http://cb.hbsp.harvard.edu/cbmp/access/50957132