BUS 627 BUSINESS, GOVERNMENT AND
THE EXTERNAL ENVIRONMENT
Spring 2016

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Class: TH 3 – 5:45 PM BUSAD G103
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Office Hours: TH 1:30 –3:00pm or by appointment

Course Description

This course introduces to the students important issues related to the external environment in which they operate, focusing on the various external risks that businesses face. The purpose of this course is to better understand how business and stakeholders 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 various external risks that businesses are exposed to and the roles of most important external stakeholders.
- Understand how to identify these external risks and the strategic implications for business.
- Understand technical, managerial, and strategic responses to external risks.
- Understand the scope and objectives of government regulation of business and managerial implications.

Class Components

Reading assignments:

While no textbook is used, reading assignments from a variety of respectable sources (including cases) are required as part of the course. They are either available on Laulima or for purchase from Harvard Business Publishing. Separate purchase links will be provided as necessary.

Group case presentations:

You are to work in groups and lead the discussion of one comprehensive case study. These group-based presentations will be graded on the basis of both the group and the individual performance. You are also expected to participate actively in other groups’ case presentations. Details are provided separately.

Final project:

You are to complete an individual final project for this course. Details are provided separately.

Attendance and class participation:

Graduate business education assumes that you will learn much from your fellow students. Hence, it is expected that you 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.
Grading - Student grades will be determined on the basis of 100 points

1. Individual class project - 50 out of 100 points
   
   - Final paper due at the end of the class. Intermediate assignments are due at the specified dates.

2. Group case presentations and discussions - 40 out of 100 points
   
   - Case presentation (total of 25 points)
   - Other case discussions and guest lecture assignments (total of 15 points)

3. Attendance and participation - 10 out of 100 points

Grade distribution policy:

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

The target for “A” grades in MBA core courses is no more than 30 percent of assigned grades.

For a detailed description of the Shidler College of Business grade distribution policy, please refer to the Shidler College of Business Graduate Student Handbook located online at http://shidler.hawaii.edu/sites/shidler.hawaii.edu/files/downloads/full-time-mba-handbookqjgir3wdkj.pdf

Late Assignment Policy

All assignments are due at specific dates/times and in proper formats. Assignments handed in after the due date/time but during the next 24 hours will receive HALF credit. Assignments handed in more than 24 hours after the due time will receive NO credit.

Use of Laulima

This class uses Laulima (http://laulima.hawaii.edu). It may be used to distribute course materials, to communicate and collaborate online, to post grades, and to submit assignments. You will be responsible for checking Laulima course site regularly for class work and announcements. Scheduled Laulima downtimes are posted on the Laulima login page, and thus are not an excuse for late work. Laulima technical support can be reached at itech-help.hawaii.edu, so plan accordingly.

Special Accommodations

Students with disabilities are encouraged to contact the KOKUA Program for information and services. Services are confidential and free of charge. In case of need, contact KOKUA at 956-7511, or kokua@hawaii.edu, or Student Services Center Room 13. Early contact is strongly recommended.

Scholastic Dishonesty Policy

Acts of academic dishonesty are not tolerated in this class. Acts of academic dishonesty as defined by university policies may lead to redoing the assignment, receiving a failing or reduced grade for the course or being referred to the UH Dean of Students for University disciplinary action.

Students should refer to the UH Student Conduct Code (www.hawaii.edu/student_conduct) for detailed definitions and explanations of academic dishonesty.
**Calendar (subject to change)**

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>What Due in Class</th>
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<tbody>
<tr>
<td>Jan. 14</td>
<td>Course introduction; Lecture 1 (Introduction to Risk concepts)</td>
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<tr>
<td>Jan. 21</td>
<td>Guest Lecture (Systemic Risk) Lecture 2 (Regulation, Corporate Social Responsibility, and Strategy)</td>
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<td>Jan. 28</td>
<td>Case 1 (CSR) Lecture 3 (Government Regulation )</td>
<td>Guest lecture assignment; Case presentations</td>
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<td>Feb. 4</td>
<td>Case 2 (Regulation) Lecture 4 (Enterprise Risk Management)</td>
<td>Case presentations</td>
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<td>Feb. 11</td>
<td>Case 3 (ERM) Lecture 5 (Exchange Rate Risks)</td>
<td>Case presentations</td>
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<td>Feb. 18</td>
<td>Guest Lecture (First Hawaiian Bank) Case 4 (FX risks)</td>
<td>Case presentations</td>
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<tr>
<td>Feb. 25</td>
<td>Guest Lecture (Guy Carpenter) Lecture 6 (Macroeconomic, Political, other risks)</td>
<td>Guest lecture assignment</td>
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<td>Mar. 3</td>
<td>Case 5 (Wrap-around case)</td>
<td>Guest lecture assignment; Case presentations</td>
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<td>Mar. 10</td>
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<td>Class project due in Dropbox</td>
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Updated 1/13/2016