

# Georgetown University School of Continuing Studies

## Global Economy in the 21<sup>st</sup> Century: Emerging Markets and Technology as Drivers

Fall 2018 – BLHS465-01

640 Mass Ave. Room C215

Tuesdays 5:20pm – 7:50pm

Instructor:

Craig S. O'Connor

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### Course Description:

*Georgetown's Bachelor of Arts in Liberal Studies program is not a one-size-fits-all curriculum; rather, it is a combination of many different programs of study. This interdisciplinary approach provides students with a comprehensive learning experience while helping them achieve intellectual advancement, enhanced critical thinking abilities, and a greater cultural understanding.*

*Rooted in Georgetown's Jesuit values, the program prepares students to excel academically and professionally, equipping them with the tools they need to become successful leaders who are committed to serve others and make an impact on the world. Through an emphasis on educating the whole person, Georgetown provides students with a world-class education that teaches them the art of inquiry and innovation. Students learn advanced critical thinking while developing a deeper understanding of past and present human behavior—in all its interconnected complexity.*

This 3 credit course examines the major global megatrends that are driving the global economy in the 21<sup>st</sup> century, and the challenges and opportunities these disruptive forces will present for nations, companies and individuals. The course also includes an independent study project culminating in a paper, related to the topics covered in the course, that student prepares with ongoing feedback from the Instructor. The course will provide an in-depth look at the economic, business, and demographic realities in the major emerging markets including China India, and Brazil. The course will provide an in-depth look at the growth and acceleration of technology in areas such as computer processing, the growth of robotics, 3-D printing, artificial intelligence and predictive analytics, and the “internet of things.” Mutually reinforcing, and in combination, emerging markets and technology growth are bringing about unrepresented challenges and opportunities in the 21<sup>st</sup> century global economy. Companies can expand business globally, and nations to raise the living standards of its citizens, but these megatrends drive challenges of increased competition, economic dislocation and income inequality, in addition to stress on the world's environment.

At the same time technology continues to advance at an unprecedented rate driven by “Moore's Law” in which computer processing power roughly doubles every 18 months. Along with advancements in algorithms the growth in processing power is driving the growth of artificial intelligence and robotics: IBM's Watson supercomputer beats human competitors to win both the world chess championship, and the *Jeopardy* championship, while robotics are increasingly automating manufacturing. Meanwhile Smart Phone programs or “apps” spawn new multi-billion dollar global businesses such as Uber, and Airbnb.

The course will also look at successful models around the world enabled by the growth of emerging markets and technology including the reduction in absolute poverty; the dramatic growth of renewable energy; the growth of businesses providing goods and services to the “bottom of the pyramid” consumers; using emerging markets as laboratories to develop “frugal innovation” in products and services; and, breakthroughs in medical technology

This course uses lectures, and the case study method of teaching, to explore the business realities of emerging markets, the market opportunities and challenges these markets create, and the issues related to business strategy that businesses both large and small are face in seeking to build a market presence.

### **Learning Goals:**

- Provide an overview of the current state of the market opportunities and challenges in emerging markets with a particular focus on China, and India.
- Learn about the major technology advances, and how these technologies are driving economics, business, and life in the 21<sup>st</sup> century.
- Provide a current assessment of how advancements in technology can be successfully applied to meet the challenges of sustainable development.
- Learn how innovations developed in emerging markets can then be taken global.
- Develop in-depth knowledge of the subject matter selected for the independent study.

### **Required materials**

**Dobbs, Richard; Manyika, James; and, Woetzel, Jonathan, No Ordinary Disruption: The Four Global Forces Breaking all the Trends: Public Affairs (1st Edition 2015)**  
**ISBN-978-1-61039-579-3 (HC)**

**Course Packet** – will include assigned class cases listed in the schedule.

**Grading Framework:** The four components of the grade are combined as follows:

Short-Answer Quiz (2)	10%
Case Study (2)	10%
Independent Study Project/Research Paper	40%
Final Examination	40%

### **Case Studies**

Students will prepare written answers to the case study questions. The cases selected will highlight the major issues presented in class, and provide a way to explore the topics in greater detail. Questions for the cases will be posted to Blackboard during the Course.

### **Independent Study Project/Research Paper**

Students will select an independent study project, focused on the subject of their choice related to the topical issues covered in class. Students will prepare a 10-12 page paper (double-spaced) on their project. Grading will be based on thoroughness and thoughtfulness of research, and the clarity with which the results of the study project are presented. Each student will present a 5-7 minute summary of their project to the class.

### **Disabilities**

If you are a student with a documented disability who requires accommodations or if you think you may have a disability and want to inquire about accommodations, please contact the Academic Resource Center at 202-687-8354 or arc@georgetown.edu.

### **Turnitin.com**

Students acknowledge that by taking this course all required papers can be submitted for a Textual Similarity Review to Turnitin.com for the detection of plagiarism. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site.

## **Citation System**

An important aspect of academic integrity is using an acknowledged system of bibliographic references to document the sources of ideas and quotations in one's work. The appropriate citation systems for this course is MLA style.

## **Extreme weather, Emergencies, and Instructional Continuity**

During inclement weather or other emergencies on a day when we are scheduled to meet face-to-face, check the university's Web site or call (202) 687-7669 for information on whether the university is open. If the university is open, this class will meet. If the university is closed, this class will meet through distance means such as online videoconferencing; check your e-mail for a message from me on how we will proceed in that situation. Due dates for written assignments submitted through Blackboard will not be changed due to campus closings.

The university recently has acquired the capability to send text messages and recorded messages about emergencies to cell phones and other mobile devices. Sign up on MyAccess.

## **Georgetown Honor System**

All students are expected to follow Georgetown's honor code unconditionally. We assume you have read the honor code material located at <http://scs.georgetown.edu/academic-affairs/honor-code>, and in particular have read the following documents: Honor Council Pamphlet, What is Plagiarism, Sanctioning Guidelines, and Expedited Sanctioning Process. Papers in this course will all be submitted to turnitin.com for checking.

Submitting material in fulfillment of the requirements of this course means that you have abided by the Georgetown honor pledge:

*In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown Honor System: To be honest in any academic endeavor, and to conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.*

## **Plagiarism**

In accord with university policy, all incidents of suspected plagiarism or other Honor Code violations will be reported to the Honor Council without fail.

If the Honor Council finds that a student has plagiarized or has violated the Honor Code in any other way, the student may receive a grade of F for the course.

## **Policy Accommodating Students' Religious Observances**

The following is university policy:

Georgetown University promotes respect for all religions. Any student who is unable to attend classes or to participate in any examination, presentation, or assignment on a given day because of the observance of a major religious holiday or related travel shall be excused and provided with the opportunity to make up, without unreasonable burden, any work that has been missed for this reason and shall not in any other way be penalized for the absence or rescheduled work. Students will remain responsible for all assigned work. Students should notify professors in writing at the beginning of the semester of religious observances that conflict with their classes.

## **Title IX at Georgetown**

<https://titleix.georgetown.edu/>

### ***Sexual Misconduct***

Title IX of the Education Amendments of 1972 (“Title IX”) prohibits discrimination based on sex in any educational programs, which includes sexual harassment or any acts of sexual misconduct. Title IX requires the University, upon becoming aware of any incident of sexual harassment and misconduct to respond appropriately to protect and maintain the safety of the University community, including students, faculty, and staff.

Georgetown University prohibits sexual misconduct, including sexual harassment, sexual assault, domestic/dating violence, and stalking.

Discrimination based on sex, including sexual misconduct and discrimination based on pregnancy or parenting status, subverts the University's mission and threatens permanent damage to the educational experience, careers, and well-being of students, faculty, and staff.

Please know that as a faculty member I am committed to supporting survivors of sexual misconduct, including relationship violence and sexual assault. However, University policy also requires me to report any disclosures about sexual misconduct to the Title IX Coordinator, whose role is to coordinate the University’s response to sexual misconduct.

Georgetown has a number of fully confidential professional resources who can provide support and assistance to survivors of sexual assault and other forms of sexual misconduct. These resources include:

#### **Jen Schweer, MA, LPC**

Associate Director of Health Education Services for Sexual Assault  
Response and Prevention  
(202) 687-0323  
[jls242@georgetown.edu](mailto:jls242@georgetown.edu)

#### **Erica Shirley**

Trauma Specialist  
Counseling and Psychiatric Services  
(CAPS)  
(202) 687-6985  
[els54@georgetown.edu](mailto:els54@georgetown.edu)

More information about campus resources and reporting sexual misconduct can be found at:  
<https://sexualassault.georgetown.edu/get-help>.

### ***Pregnancy Adjustments and Accommodations***

Georgetown University is committed to creating an accessible and inclusive environment for pregnant and parenting students. Students may request adjustments based on general pregnancy needs or accommodations based on a pregnancy-related complication. Specific adjustments will be handled on a case by case basis and will depend on medical need and academic requirements.

Students seeking a pregnancy adjustment or accommodation should follow the process laid out at: <https://titleix.georgetown.edu/student-pregnancy>.

## COURSE OUTLINE

<u>DATE</u>	<u>TOPIC</u>
Sept. 4	Introduction to the Course Globalization, Emerging Markets, and Trends in Technology
Sept. 11	Globalization, Emerging Markets, and Trends in Technology Assignment: Read Chapter 1 in <i>No Ordinary Disruption</i> <b>Short-Answer Quiz</b>
Sept. 18	Globalization, Emerging Markets, and Trends in Technology Assignment: Read Chapter 2 in <i>No Ordinary Disruption</i>
Sept. 25	Globalization, National Competitiveness, and Jobs Assignment: Read Chapter 3 in <i>No Ordinary Disruption</i>
Oct. 2	Globalization, National Competitiveness, and Jobs Assignment: Read Harvard Business Review Article: Beyond Automation – Strategies for Remaining Gainfully Employed in an Era of Very Smart Machines (R1506C June 2015) <b>Short-Answer Quiz</b>
Oct. 9	Globalization, National Competitiveness, and Jobs Assignment: Read Chapter 4 in <i>No Ordinary Disruption</i>
Oct. 16	Emerging Markets Close-up: China Assignment: Read Chapter 5 in <i>No Ordinary Disruption</i>
Oct. 23	Emerging Markets Close-up: India Assignment: Read Chapter 6 in <i>No Ordinary Disruption</i>
Oct. 30	Emerging Markets Close-up: Brazil Assignment: Read Chapter 7 in <i>No Ordinary Disruption</i>
Nov. 6	Emerging Markets Close-up: Russia Assignment: Read Chapter 8 in <i>No Ordinary Disruption</i>
Nov. 13	Marketing and Strategy in the Global Market Assignment: Read Chapter 9 in <i>No Ordinary Disruption</i>
Nov. 20	Marketing and Strategy in the Global Market Assignment: Read Chapter 10 in <i>No Ordinary Disruption</i>
Nov. 27	International Finance in Emerging Markets: Bridging the Gap
Dec. 4	Research Paper Presentations; <b>Research Papers due</b>
Dec. 18	FINAL EXAM