

Regional International Political Economy

Code:	4VG32NAV49M_Elmélet:E (2017/18/1)
Level:	Master
Language:	English
Program:	Master in International Economy and Business
Semester:	Spring 2018
Type:	Economics
Credit:	6
Prerequisites:	basic macro- or micro economics or management

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Education background: INSEAD, LSE, Hochschule for Philosophy SJ,
Teaching: Geneva Business School, EM Lyon, Shanghai

Course description:

Regional International Economic Policy (R-IPE) and IPE is a kind of hybrid science as it is a synthesis of different social sciences combined with the experience based interpretation of economic and market patterns. Given the globalisation in the economy, the transformation of nation states into state of nations and the ascent of former industrial powers (China) or former colonies to the rank of a global player, emphasises the “ International” part in political economy even more and differentiates it from classical models based on trade and exchange.

The course is divided into two semesters

Fall semester:IPE and

Spring semester:Regional-IPE

IPE:

In our Master Program Economics and Business it is useful to see economics from two angles: the enterprise and its socio-economic environment. The strategic input for companies is managing these interfaces with its environment, which is created and influenced by government and its impact on competition and industrial policy among other.

While policy is more an intellectual challenge and influenced by macro- and micro-economics theory, the third vector political economy focuses more on political issues to implement and correct policies, it is about getting right, instead being right.

We will use two analytical frames looking at the interplay between government and companies:

The courses are highly interactive, uses video and case studies and make references to what happened in the respective month in the world.

The frame-work for the course will be set with the

4 Ps

- Playground: markets
- Policies: institutionalised guidelines , agreement and incentives
- Paradigms: concepts, academic models, and theories
- Politics: the interaction, influencing of decisions and outcomes

4 VIPP: Vision, Institution, Power, Process

Now for IPE the challenge is that there are almost no institutions on a global worldwide scale, being legitimized to implement economic and social policy, only highly influential global institution in a more advisory role, like World Bank, IMF or UN-agencies on the one side; however on the other side the in-effective regular G-20 or G7 meetings without legitimate power to implement policies cannot set the global stage and leave a vacuum, which multinational corporations effectively fill with their business agenda.

Global, worldwide coordination setting the frame for policy making is our focus. We look at issues like globalization and influencing it, issues of business and society, paradigm changing concepts, analyzing the areas and playgrounds, where conflicts are carried out, socio-graphics, new generations and global communication platforms. Finally it is fascinating to analyze the challenged legitimation of nation states as global communities create new social and economic offerings like social entrepreneurs and even MOOCs influencing the convergence to a global agenda and setting.

Regional IPE

Focus as continuation of IPE on geographic regions from free trade association to economic and political communities. As people have many global orientations and affinities that goes beyond national borders we need to analyze it also as spheres of influence on political institutions like knowledge providers, enabling foundations with medical, financial, educational agendas who focus on global issues and regional implementations. The trans-regional BRICS, promulgation of TPP without the USA for the moments or failure of TTIP, RCEP and Road and Belt initiative of China, the role of Chinese and American companies expanding the internet worldwide are all a renewed definition of regional political economy going beyond a geographic focus.

We will look at the very discussed NAFTA, what was intended, what was the out come what could NAFTA 2.0 could look like.

We will look at three areas of application, and in the very same time, agents: governments, business and NGOs (non governmental organisations).

The main driver especially in the internationalising political economy is business and the profit-oriented behavioural patterns of the firm. Here policy is considered as strategic management, at first oriented as profit-maximisation at shareholders and within the flexible boundaries of business ethics, later-on the companies became more interactive by reaching out in a stakeholder approach to citizens, government and media.

Governments (in some parts of the world), however changed their agent role from a supplier and controller of services and products (state owned enterprises in post and telecom, military equipment as well as tax collector) to a purveyor of incentives and strategic public-private partnership. Due to technological development and trans-border activities government find itself in a re-active mode of setting a legal frame and guidelines and has to cope at the very same time with its own integration into supranational entities and governing bodies.. The internationalizing drive of business sets both examples and borders for government interventions.

Modern telecommunication and effective media use created the importance of NGO as a controller of business as well as government activities (or the lack of activities). But more and more happens this as an input-transformation-output agent, by either collaborating with business and government or by even becoming a purveyor and producer of services and products themselves. Especially by demonstrating the feasibility of projects, the long term danger of unspecific regulations and above all by mobilising clients and voters (the regular constituencies of business and governments) NGOs change consumer behaviour and voter preferences and undermine the activities of the lobby industry.

While Political Economy may limit itself to the interplay of business-government-NGOs on a national playground and can profit from an long term historical perspective, International Political Economy in contrary cannot benefit very much from structural power as the very same structures are out-powered by newly and yet to be created supranational entities without a home grown legal systems and a socio-political culture. In addition an euro-centric view of law and culture gives too much emphasis to a western legal frame work based on natural law and human rights over-coated with an ever selling argument about freedom and democracy. As globalisation brings deficiencies of policies and politics back from the play-ground of former colonies and allies to centre of a discussion of a new world order (and the dominance of western value systems in the already created institutions) International Political Economy has also to analyse existing institutions, especially their biases and hidden geo-political agendas, dependence on oil and transportation systems.

Therefore R-IPE has to look as well into the creation of knowledge networks and organisations/institutions-building as well as into creating new paradigms that guide different culture bound governments by taking into consideration that business and governments have already bridged into the new trans-border state, are international oriented and already influenced by a stakeholder approach.

IPE has to take into account that due to different cultural patterns knowledge and risk are evaluated and applied differently. By emphasizing the knowledge based organisational development IPE can recommend improvements of the institutionalisation of governing entities and foster a dialogue and communication with less systemic powers. Therefore issues like leadership, trust and meaning-based governance become part of the this course. Bill Clinton's statement during the Democratic Convention in 2008 becomes a guiding theme, when creating new supra-structures:

“Let us convince all through the power of our examples and not by the examples of our power”

Teaching and Learning Methods:

The course explores the interface between business, government and NGOs when economic policies are applied. Different concepts and approaches are presented through lecture, seminar case studies and videos. The use of multidisciplinary documents should enable the participants to understand and contribute to the discussion of an emerging world economic order. Participants will present a report that covers issues of the policy making either in business, governments, NGOs or issues to be integrated in an international political economy pending the regions to be applied for. In addition participants need to choose a book or documentation, analyse it and prepare it as a powerpoint presentation. The use of online knowledge data-banks www.skill4you.com, www.globalEDGE.msu.edu, www.12manage.com and the use of decision software Banxia.com is encouraged.

We use CIS in every meeting and discuss it.

Concepts and tools

Issues

Solution proposition

Teaching support:

Videos, case studies and the following books:

-Adeleye, I., Esposito, M. (Eds.)

Africa's Competitiveness in the Global Economy, London 2017

-Backaler, J.: China goes west, everything you need to know about Chinese companies going global, New York 2014

-Barber, B: If Mayors Ruled the World Dysfunctional Nations, Rising Cities ,Philadelphia 2013

-Basu, D., Miroshnik, V.: International Business and Political Economy, London 2013

-Bazhal, I. The political economy of innovation development, breaking the vicious cycle of economic theory. Cham 2017

-Besanko, D. e. a. (2007) Economics of strategy. Hoboken, N.J.

-Buchanan, B. Securitization and the Global Economy
History and Prospects for the Future, London 2015

-Breslin, S.: China and the Global Political Economy, New York 2018

-Buckley, P. (2006). The multinational enterprise and the globalization of Knowledge. New York, Palgrave

-Budge, I., Birch, S. National Policy in a Global Economy, How Government can Improve Living Standards and Balance the Books, New York 2013

-Cashian, P. (2007). Economics, Strategy and firms. New York, Palgrave.

-Cleary, S. e. a. (2007). Global risk, business success in turbulent times. New York

- Clément, M, Sangar, E. (Eds.):
Researching Emotions in International Relations Methodological Perspectives on the Emotional Turn, New York 2017
- Collins, P., Cunningham, J. Creative Economies in peripheral regions, London 2017
- Cooke, F. (2008), Competition, Strategy and Management in China. N.Y.
- Fanelli, J. (Ed.) Asymmetric Demography and the Global Economy. Growth Opportunities and Macroeconomic Challenges in an Ageing World, London 2014
- Costa, O, Dri, C, Stavridia, S.: Parliamentary dimensions of regionalization and Globalization London, 2013
- D'Anieri, International politics: Power and urpose in Global affairs, London 2017
- de Wal, A. Mass Starvation: The History and Future of Famine, London 2017
- Fioramonti L.: The World After GDP: Politics, Business and Society in the Post Growth Era, New York 2017,
- Gerencser, M. e. a. (2008), Megacommunities, how leaders of Government, business and non profits can tackle today's global challenges together. New York.
- Gladwell, M. (2002), The Tipping Point, how little things can make a big difference, New York Time Warner Group.
- Gray, B. Ubernomics: How to Create Economic Abundance and Rise above the Competition, NY 2016
- Hass, M. Asian and Pacific regional cooperation, London 2013
- Haastrup, T, Eun, Y.: Regionalizing global crisis, N.Y 2014
- Ibbott, C. (2007), Global networks, the Vodafone-Ericsson journey to globalization and the inception of a requisite organization. N.Y, Palgrave
- Iñiguez de Heredia, M., Wai, Z. (Eds.)
Recentring Africa in International Relations Beyond Lack, Periphery and Failure, London 2018
- Iny, Danny. Teach and Grow Rich: Share Your Knowledge to Create Global Impact, Freedom and Wealth (Kindle Location 2). Kindle Edition. N.Y. 2017
- Johnson, D (2007) Strategy and Policy for Trans-European Networks N.Y.
- Khanna, P.: Connectography, mapping the global network revolution, London 2016
- Kesselman, M.; Krieger, J.; Joseph, W.: Introduction to Comparative Politics: Political Challenges and Changing Agendas, New York 2012
- Kopczewska, K., Churski, P., Ochojski, A Measuring regional specialization, N.Y.. 2017
- Kotler, P. (2007), Marketing in the Public Sector. Upper Saddle River,

Wharton School Publishing.

- Lawrence, A. (2005) Business and Society: stakeholder, ethics, public policy. New York, McGraw-Hill.
- Lawson, S.: International Relations, London 2017
- Levine, D., Nagar, D Region-building in Africa Boston, 2017
- Ma, D.; Adams, W.: In line behind a billion people: how scarcity will define China's ascent in the next decade, Singapore, 2013
- Martens, C., Vivares, E., McChesney, R. (Eds.): The International Political Economy of Communication, Media and Power in South America London 2018
- Maylor, H. (2006) Researching Business and Management, N.Y Palgrave
- Micklethwait, John. The Fourth Revolution: The Global Race to Reinvent the State, New York 2014
- Moazed, A., Johnson, N.: Modern Monopolies: What It Takes to Dominate the 21st Century Economy, New York 2016
- Momani, B., Hibben, M.: What's Wrong With the IMF and How to Fix It New York 2015
- Morris, M.A.: Language politics of regional integration, N.Y 2017
- Morrison, J. (2006) The international Business Environment, global and local Marketplaces in a changing world. New York, Palgrave.
- Nye, J.; Welch, D: Understanding global conflict and cooperation, an introduction to theory and history, Pearson 2017
- O'Brien, R, (2007) Global Political Economy, evolution and dynamics, NY Palgrave
- Peyehouse, J, Goldstein, J.: International Relations, New York 2017
- Piggott, J. (2006) international business Economics. New York, Palgrave.
- Raich, M. (2008) : Beyond, business & strategy in transformation, N.Y Pal.
- Raszewski, S. (Ed.)
The International Political Economy of Oil and Gas, London 2017
- Reich, R. (2007), Supercapitalism: the Battle for Democracy in an Age of Big business. New York.
- Reus-Smit, C.; Wheeler, N.: Cambridge Studies in International Relations: 114 Who Governs the Globe?. Cambridge, 2010

- Richard B.: The great convergence, Information Technology and the New Globalization Boston 2016
- Rietzer, G.; Dean, P Globalization: A Basic Text, London 2015
- Rifkin,J. The Zero Marginal Cost Society: The Internet of Things, the Collaborative Commons, and the Eclipse of Capitalism, NewYork 2015
- Rivoli, P.The Travels of a T-Shirt in the Global Economy: An Economist Examines the Markets, Power, and Politics of World Trade. New Preface and Epilogue with Updates on Economic Issues and Main Characters, New York, 2015
- Roskin,M; Berry, M.: International Relations: The New World of International Relations, New York 2015
- Ruegg-Sturm, J. (2005).,The New St.Gall Management Model, basic categories of an approach to integrated management. London
- Shaw, T. M. (Ed) International Political Economy Series, New York Palgrave 2015
- Shimko, K.: International Relations: Perspectives, Controversies and Readings 2016
- Smith, M.: Blockchain Understanding the Blockchain Revolution and the Technology Behind It, London 2016
- Sowell, T. (2008), Economic facts and Fallacies, New York, Basic Book
- Sundararajan. A: The Sharing Economy: The End of Employment and the Rise of Crowd-Based Capitalism, Cambridge 2016
- Tapscott, D. e. a. (2007), Wikinomics, how mass collaboration changes Everything, New York Penguin
- Verdin, P. e. a. (2001)_From local champions to global masters, a strategic perspective on managing internationalization. New York, Palgrave.
- Vinokurov, E., Libman, A.:re-evaluating regional organizations, N.Y. 2017
- Westland, C (2008) Global Innovation Management

Assessment:

Class participation:	30%
Presentation of 5 plus 3 region	30% (GCC, ASEAN, NAFTA; Mercorsur, BRICS, TPP, one belt, one road initiative
Report:	40%

Schedule:

The course consists of 24 hours of lectures and discussions

Week 1:

Managing systems, St.Gall integrative management model, the inside-outside of complex system management.

Week 2:

Setting the analytical frame: 4 P

Playground: markets, Policies: institutionalised guidelines , agreement and incentives, Paradigms: concepts, academic models, and theories, Politics: the interaction, influencing of decisions and outcomes, Cynefin approach: a sense of time and place, an ecological approach to sense making and learning in formal and informal communities: organisation and its organising/structuring of markets and environment:

Week 3:

Strategic Management of privately owned company. directing organisation, aligning it to changing environment, from shareholder to stakeholder management, sanctions, rewards for change, formatting strategic partnerships with private sector, governmental agencies and non-profit sector.

Week 4:

Government policy making and difference in policy making compared to companies , regional-cluster development, health care policy, un-employment policy, Sarbanes-Oxley act. education, dealing with citizens as clients, influencing positive public behaviours; social marketing

Week 5

The global economy and globalization processes, society and business (historical development), the changing political environment: national regional, international forces

Week 6: The international legal environment of business, world trade, international property, international financial markets, European Capital market, crisis management as re-active mode in order to deal with problems instead of pro-active leadership

Week 7:

Competition-policy: case studies, different economic systems and their economic policies, from interventionism to development agent, setting the agenda

Week 8: EU policy setting the agenda for integration and competitiveness against international economies, the driving forces of change in the world economy, different roles and strategies/policies

Week 9:

The world of NGOs: history and impact on policy making on local and global issues, the strategic management/policy making inside NGOs, drivers of Corporate Social Responsibilities ,

Week 10:

Issue of collaboration: global risk: perception, defining, mitigating, communicating and creating partnerships across business-government-NGO,
Collaborative agreements between business-NGO, environmental changes, the Rio declaration and the world business council on sustainable development, WEF

Week 11:

Internationalisation of business's policy: be pro-active, use the legal vacuum, be ahead of the curve, take NGO into consideration and influence governments and rising supranational organizations setting the framework pro-business.

Week 12:

Examples could be: Strategy and policy for Trans-European Networks: the public policy-corporate strategy interface,

Global networks: the Vodafone-Ericsson journey to globalization and the inception of a requisite organization

Week 13:

Blurring boundaries: Self-organization and international economic policy in the context of globalization of knowledge, exploring virtuality across regions

Week 14:

Wikinomics: and Megacommunities: how mass collaboration changes everything and how leaders of government, business and NGO can tackle global challenges together

The frame will be reviewed and refined: Playground, policies, paradigms, politics and the 3 interactors: business-government-NGO. Results and outlook.