



## Course and Examination Fact Sheet: Autumn Semester 2017

### 7,356: International Politics, Economics and Business

ECTS credits: 6

#### Overview examination/s

(binding regulations see below)

Decentral - examination paper written at home (individual) (50%)

Decentral - Written examination (50%, 90 mins.)

#### Attached courses

Timetable -- Language -- Lecturer

[7,356,1.00 International Politics, Economics and Business](#) -- Englisch -- [Evenett Simon](#)

#### Course information

#### Course prerequisites

No particular prerequisites.

#### Course content

##### Aim

The objective of this course is to critically evaluate how national and international political and economic factors shape the business environment, firm strategies, and associated performance in the contemporary global economy. Even though this course draws on a number of different academic disciplines including economics, political science, and international relations, the goal is always to draw out the implications for firms. This firm-based perspective is what differentiates this course from traditional academic courses on globalisation.

The firm-based perspective, however, should be of interest to those interested in public policy as well. After all, one cannot design effectively state interventions without examining how firms and other relevant actors will respond. What differentiates this course from one in international business strategy is that the implications for national policy design and regional and global governance initiatives are given consideration as well.

In so doing this course seeks to be true to the multi-disciplinary nature of an international affairs programme. Furthermore, the focus in this course on matters of considerable contemporary relevance should help prepare international affairs and other students well for job market interviews and the like.

##### Objective

The successful completion of this course will involve attaining the following learning objectives:

1. A thorough understanding of the leading tools of corporate strategy, including their proper application to a range of contemporary domestic and international settings.
2. An understanding of various public policy processes from a corporate perspective, thereby shedding light on both corporate strategies towards political, regulatory, and associated processes and on the better design of regulation that anticipates corporate responses.
3. An understanding of the manner in which different forms of capitalism sustain high levels of productivity and living standards.



4. An understanding of how the role of managers varies across different forms of capitalism.
5. A thorough understanding of the factors that determine the business environment of emerging markets, the relevant changes over time, and the implications for corporate strategies devised for those markets.
6. Appreciation of how business-government relations are affected by a globalising world of nation states.
7. Demonstration of critical thinking skills as they apply to the subject matter outlined above.
8. Creative and proper use of material in the design, preparation, and execution of a new media, specifically a voice-over-powerpoint presentation.

## Course structure

The course consists of six teaching blocks, each of 4 hours length, which will take place in the first half of the Fall semester 2017. Each teaching block will involve practice and discussion of core concepts, frameworks, and the critical evaluation of business situations. Students are expected to have completed the mandatory readings and videos before each respective teaching block.

The closed book written exam will be held in the first half of the fourth block on 9 October 2017 (subject to change).

The questions for the voice-over-powerpoint presentation will be made available on the 13 November 2017 at 17:00. Students must hand in their voice-over powerpoint presentation by 23.00 on 15 November 2017. Students are entirely responsible for the successful submission of their voice-over-powerpoint presentation.

## Course literature

The mandatory course material (readings, case study readings, and online materials) will be listed in the course outline and made available prior to the start of the course. Additional material may be assigned as relevant over the course of the semester.

## Additional course information

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## Examination information

### Examination sub part/s

#### 1. Examination sub part (1/2)

##### Examination time and form

Decentral - examination paper written at home (individual) (50%)

##### Remark

Form: voice over powerpoint presentation

##### Examination-aid rule

Term papers



- Term papers must be written without anyone else's help and in accordance with the known quotation standards, and they must contain a declaration of authorship.
- The documentation of sources (quotations, bibliography) has to be done throughout and consistently in accordance with the APA or MLA standards. The indications of the sources of information taken over verbatim or in paraphrase (quotations) must be integrated into the text in accordance with the precepts of the applicable quotation standard, while informative and bibliographical notes must be added as footnotes (recommendations and standards can be found, for example, in METZGER, C. (2015), Lern- und Arbeitsstrategien (11th ed., 4th printing). Aarau: Sauerländer).
- For any work written at the HSG, the indication of the page numbers both according to the MLA and the APA standard is never optional.
- Where there are no page numbers in sources, precise references must be provided in a different way: titles of chapters or sections, section numbers, acts, scenes, verses, etc.
- For papers in law, the legal standard is recommended (by way of example, cf. FORSTMOSER, P., OGOREK R. et SCHINDLER B. (2014, Juristisches Arbeiten: Eine Anleitung für Studierende (5. Auflage), Zürich: Schulthess, or the recommendations of the Law School).

### Supplementary aids

No specific recommendations.

### Examination languages

Question language: English

Answer language: English

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## 2. Examination sub part (2/2)

### Examination time and form

Decentral - Written examination (50%, 90 mins.)

### Remark

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### Examination-aid rule

Extended Closed Book

The use of aids is limited; any additional aids permitted are exhaustively listed under "Supplementary aids". Basically, the following is applicable:

- At such examinations, all the pocket calculators of the Texas Instruments TI-30 series and mono- or bilingual dictionaries (no subject-specific dictionaries) without hand-written notes are admissible. Any other pocket calculator models and any electronic dictionaries are inadmissible.
- In addition, any type of communication, as well as any electronic devices that can be programmed and are capable of communication such as notebooks, tablets, PDAs, mobile telephones and others, are inadmissible.
- Students are themselves responsible for the procurement of examination aids.

### Supplementary aids

No aids allowed.

### Examination languages

Question language: English

Answer language: English

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## Examination content

1. The **decentralised written exam** consists of three parts: First students must answer a small series of short questions that test the students understanding of concepts and frameworks covered in the course. In a second part the exam will offer a choice of two questions and students must answer one question that tests the application of concepts and frameworks covered in the course. In a third part the exam will offer a choice of two questions and students must answer one question that tests the critical



assessment of a business situation with substantial public policy content. The exam embraces the totality of the material associated with the first three teaching blocks of the course (lectures, discussions, mandatory readings).

## Remark

Understanding of concepts and frameworks covered in the course (Format: Series of short questions)

Application of concepts and frameworks covered in the course (Format: Two open questions of which one must be answered)

Critical assessment of a business situation with substantial public policy content (Format: Two open questions of which one must be answered)

2. The **decentralised, individual voice-over powerpoint presentation** consists of students submitting an own-produced video (no longer than 5 minutes and 0 seconds) in .mp4 file format no later than the 15 November 2017 at 23:00 hours. The presentation must answer one question out of two that, in turn, will be made available on 13 November 2017 at 17:00 hours. This assignment embraces the totality of the material associated with the course (lectures, discussions, mandatory readings).

## Remark

Students receive two questions of which they must answer one.

Form: voice-over powerpoint presentation

File format: Only presentations with the document file ending .mp4 will be accepted.

Length of presentation: Any presentation longer than 5 minutes and 0 seconds will receive a maximum grade of 4.0.

## Examination relevant literature

All the mandatory readings, mandatory case study readings, and mandatory online materials must be read in advance of the examination. Additional material may be assigned as relevant over the course of the semester.

In addition, students are expected to follow contemporary business affairs from the first day of the semester. The questions in the exam may refer to events that are the subject of articles in "The Financial Times" newspaper published from the first day of the Fall semester 2017 (18 September 2017). A copy of "The Financial Times" has traditionally been freely available for students at the University St. Gallen newspaper stand.



### Please note

We would like to point out to you that this fact sheet has absolute priority over other information such as StudyNet, faculty members' personal databases, information provided in lectures, etc.

When will the fact sheets become binding?

- Information about courses and examination time (central/decentral and grading form): from the start of the bidding process on 24 August 2017
- Information about decentral examinations (examination-aid rule, examination content, examination relevant literature): after the 4th semester week on 16 October 2017
- Information about central examinations (examination-aid rule, examination content, examination relevant literature): from the start of the enrolment period for the examinations on 06 November 2017

Please look at the fact sheet once more after these deadlines have expired.