

GLC730 Economic Analysis for Leaders

(3 credit hours)

Course Syllabus

Course Description

This course analyzes the complex organizational relationship of strategic economic issues within the global environment. Students explore multi-national environmental factors and economic policy that impact organizational dynamics. Students will develop strategic leadership strategies by evaluating economic theory in today's rapidly changing environment.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Analyze decision-making and corporate governance issues.
2. Recommend crisis management solutions as part of a leadership role.
3. Examine social responsibility and cross-cultural issues in business.
4. Evaluate inequality and redistribution issues.
5. Examine trade & investment policy and its impact on multinational firm's strategies.
6. Research crucial success factors and strategic leadership challenges faced by multinational firms in foreign markets.

Required Textbook(s) and Resources

- Mankiw, N. G. (2021). *Principles of microeconomics*. (9th ed.). Cengage. Loose-Leaf Edition. ISBN: 9780357133712.
- McGuigan, J. R., Moyer, R. C., & Harris, F. H. deB. *Managerial economics: Applications, strategy, and tactics*. (14th ed.). Cengage. ISBN: 9781305506381.

Digital copies of your textbooks are included in your course. Use the DragonACCESS tool in Moodle to view your books.

Be sure to also review the weekly Explore sections for additional library or web resources. For access to databases, research help, and writing tips, visit the Tiffin University Library. You might consider registering for one of the library's many webinars on library research, source evaluation, copyright, and other topics, at the Library Events - Upcoming Events web page. For further assistance email a librarian, at: library@tiffin.edu.

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this class you should plan your time wisely. With our accelerated, seven-week term, you should reserve roughly **twenty (20) hours per week** to complete readings and assignments.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial forum discussion posts are due by **11:55 p.m. ET on Wednesdays** and response posts are due by **11:55 p.m. ET on Saturdays**.
4. Major assignments and reflections are due by **11:55 p.m. ET on Sundays**.

Learning Activities

Assessments for this course consist of six discussion forums (50 points each) and seven case analyses (for 100 points each). The chart below identifies the individual contributions from each type of activity, per week.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Activity	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussion	50	50	--	50	50	50	50	300
Case Analysis	100	100	100	100	100	100	100	700
Total	150	150	100	150	150	150	150	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Week 1:	<input type="checkbox"/> WED: Activity 1.1 (Forum): Meet Your Peers

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Corporate Governance and Crisis Management	<input type="checkbox"/> SAT: Activity 1.1 Forum Responses <input type="checkbox"/> SUN: Activity 1.2: Case Analysis 1 - Volkswagen Responds to Dieselgate
Week 2: Social Responsibility in Business	<input type="checkbox"/> WED: Activity 2.1 (Forum): Managerial Challenges of Mumbai Dabbawalas <input type="checkbox"/> SAT: Activity 2.1 Forum Responses <input type="checkbox"/> SUN: Activity 2.2: Case Analysis 2 - Food Gatherers
Week 3: Supply and Demand	<input type="checkbox"/> SUN: Activity 3.1: Case Analysis 3 - Roti Bank
Week 4: Global Trade Disputes and their Policy Implications	<input type="checkbox"/> WED: Activity 4.1 (Forum): Benefits of International Trade <input type="checkbox"/> SAT: Activity 4.1 Forum Responses <input type="checkbox"/> SUN: Activity 4.2: Case Analysis 4 - US-China Trade War
Week 5: Market Expansion and Global Strategy	<input type="checkbox"/> WED: Activity 5.1 (Forum): Costco and the Chinese Market <input type="checkbox"/> SAT: Activity 5.1 Forum Responses <input type="checkbox"/> SUN: Activity 5.2: Case Analysis 5 - Market Expansion and Global Strategy (Costco)
Week 6: Decision Making	<input type="checkbox"/> WED: Activity 6.1 (Forum): Amazon's Disastrous Performance in China <input type="checkbox"/> SAT: Activity 6.1 Forum Responses <input type="checkbox"/> SUN: Activity 6.2: Case Analysis 6 - Amazon in China
Week 7: Leadership and Corporate Governance	<input type="checkbox"/> WED: Activity 7.1 (Forum): Carlos Ghosn, Savior or Crook <input type="checkbox"/> FRI: Activity 7.1 Forum Responses <input type="checkbox"/> FRI: Activity 7.2: Case Analysis 7 - Carlos Ghosn: Hero or Villain

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse

perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements in any given week are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.