Managing Globalization and Anti-Globalization

MGMT 208
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Spring 2018

Course Description:

Why has globalization spread so rapidly, only to be over-taken by anti-globalization movements? Why are anti-globalization movements particularly powerful in the United States and the United Kingdom, the two countries most responsible for the rise of globalization? This course examines the macro-economic management of globalization, and why it rises and falls, in the sweeping context of the political economy of the last 150 years. After taking this course, students will better understand the management challenges posed by globalization, sources of anti-globalization reactions, what causes globalization and anti-globalization to rise and fall in importance, and how to deal with present-day challenges. Students will examine processes of globalization at University of Pennsylvania and how managers of the global economic system deal with challenges posed by new technologies such as crypto-currencies and global issues such as inequality and immigration. This course provides students with a worldview that will enhance understanding of — and ability to manage — our global economy.

Course Requirements:
This course requires a lot of reading and students should be prepared to jump right in to a history of the global economy (Frieden). A short introduction (Steger) and a PBS documentary (Commanding Heights) enable students without a background in global political economy to ease into the material. The midterm exam tests primarily on knowledge of the history of the global economy attained from the Frieden book, so make plans to read this book thoroughly prior to the midterm. That provides the necessary background for more advanced issues of managing globalization later in the course. Reaction papers exist to make sure students are completing and integrating knowledge of the readings. They also help to facilitate contributions to class discussion, which are a high proportion of the final grade. Students who do not contribute to class discussions cannot expect to get an A or A- in this course. Finally, reaction papers – posted on Canvas – provide a useful study guide for the midterm and final exams, which focus on demonstrating mastery of course readings. The course paper provides an opportunity for students to develop strategies for managing aspects of globalization and anti-globalization at large or within organizations.

There is a zero tolerance policy for plagiarism and other forms of academic dishonesty in this class. Any work plagiarized in whole or in part or violating the Pennbook code of academic integrity will be regarded to be of poor quality and in most cases assigned a grade of F. A complaint will be filed with the Office of Student Conduct. All assignments will be submitted electronically in Canvas and subject to screening through TurnItIn.

Midterm (15%) and Final Exam (20%)
Comprehensive exams primarily focused on the course readings.

Course Paper (30%)
Students must choose a topic relating to the management of globalization and anti-globalization and gain approval from the professor based on a brief description and/or outline. Papers will be 10-15 pages.

Attendance and Participation (20%)
Students must arrive on time, participate in class, and complete the readings for the week prior to the first class meeting of the week. Pop quizzes may be used to determine compliance or for diagnostic purposes.

Reaction Papers (15%)
Six one-page reaction papers to the weekly readings must be written and posted on the Canvas course site discussion board on six different weeks during the course term, ideally every other week. In addition, students are required to read and comment upon other students’ reaction papers in at least four separate weeks and complete evaluations for the course. Please post at least three hours prior to class meetings to enable the professor to review them. Reaction papers may be in any format students deem useful, whether a summary, a bullet-point list, or a critical essay.

**Required Books:**

A short introduction to the material we will be learning in class. May be kind of basic if you already have taken a class on globalization or have background in global political economy. Should be really helpful to orient students without such background. If you fall into the latter category, you should also watch the PBS series Commanding Heights in its entirety.

An outstanding history of the global economy in the last 150 years. This is the core text for the course. It provides an advanced understanding of the historical antecedents of globalization and the challenges of the present day. We may have the opportunity to provide feedback to the author as he contemplates a second edition.

David Harvey, *A Brief History of Neoliberalism.*
A critical account of the global economic policy regime since 1980. This is probably the most-cited work on neoliberalism. A Marxist analysis, it views neoliberalism as a conspiracy of wealthy elites.

This book analyzes a variety of anti-globalization social movements: Islamic, feminist, and global justice.

Thomas Friedman, *The World is Flat.*
A book that represents the “hyper-globalization” enthusiasts, Friedman’s book provides a gushing description and endorsement of globalization.

If the Harvey book represents globalization skeptics and Friedman the enthusiasts, Rodrik presents globalization as a dilemma – or rather a trilemma – requiring a series of tradeoffs that governments may or may not be able and willing to make.

Branko Milanovic, *Global Inequality.* An innovative, data-driven study of inequality not only within countries, but between them.
Part I  History of Globalization and Anti-Globalization

Week 1 (Jan 11)
What is Globalization? Is Globalization Good or Bad?


Readings:

Manfred Steger, Globalization: A Short Introduction. This is a great place to start if you have limited background in globalization and global political economy. Steger is remarkably clear and organized.


Recommended:

Frieden, Global Capitalism, Parts 1-2 (pages 1-252). If you already have background in globalization, please use this week to get a head start on the Frieden readings. This is an advanced text with lots of detail.


Mauro Guillén, “Is Globalization Civilizing, Destructive or Feeble? A Critique of

Video:

Commanding Heights Part 1 The Battle of Ideas:  
https://www.youtube.com/watch?v=DoWbm8zUG6Y

What is Globalization?  
https://www.youtube.com/watch?v=3oTLyPPrZE4

Globalization, The Crash Course:  
https://www.youtube.com/watch?v=5SnR-e0S6Ic

The Myth of Globalization  
https://www.youtube.com/watch?v=xUYNB4a8d2U

**Week 2 (Jan 16 & 18)**

History of Globalization

Is globalization unprecedented? What are its antecedents? How has a global economy been constructed in the past? Are there similarities between today's globalization and the pre-WWI liberal order? What are the main differences according to Frieden? Why did that order to form? Collapse? What implications do these experiences have for today?
Readings:


Recommended:


Video:

Commanding Heights Part 1 The Battle of Ideas:
https://www.youtube.com/watch?v=DoWbm8zUG6Y

**Week 3 (Jan 23 & 25)**

The Bretton Woods Institutions

What are the institutions behind the current global order? How and why were they created? How have they worked? When and why have they been reformed? What are the pressures towards a new reform?

Readings:


Recommended:


Eric Helleiner, *States and the Reemergence of Global Finance: From Bretton Woods to the 1990s*.


Video:

The Bretton Woods System in Five Minutes
[https://www.youtube.com/watch?v=LIMHevIw9HU](https://www.youtube.com/watch?v=LIMHevIw9HU)

Commanding Heights Part 2: The Agony of Reform
[https://www.youtube.com/watch?v=oykvdDm0qwk](https://www.youtube.com/watch?v=oykvdDm0qwk)

**Week 4 (Jan 30 & Feb 1)**

The Era of Economic Globalization

How did Ronald Reagan and Margaret Thatcher reshape the global economy after 1980? What is neoliberalism? How did neoliberal economic policies unleash globalization? What were the results?

Project: Globalization at University of Pennsylvania

Readings:

David Harvey, *A Brief History of Neoliberalism*, chs 1-4.

Recommended:


Williamson, “A Short History of the Washington Consensus,” ch. 2
http://digamo.free.fr/serra8.pdf


Daniel Yergin and Joseph Stanislaw, *The Commanding Heights*.


Video:

https://www.youtube.com/watch?v=bSGAJTJzgL4

**Week 5 (Feb 6 & 8)**

The Hyper-Globalizers

What is great about globalization? Is it the way of the future? Is there anything people can do to channel it or arrest it? Or is that pointless?
Project: Globalization at University of Pennsylvania

Readings:

Thomas Friedman, The World is Flat.  
https://www.youtube.com/watch?v=4kTXwxwO8hY

Recommended:


Video:

https://www.youtube.com/watch?v=bSGAJTJzgLA

**Week 6 (Feb 13 & 15)**

The Anti-Globalizers

Why do some people see globalization as evil? What are some of the alternatives? And what aspects would they improve?

Project: Globalization at University of Pennsylvania

Readings:


Manfred Steger, Globalization: A Short Introduction, chapters 4-6.
Recommended:


Susan Strange, Mad Money: When Markets Outgrow Governments.

Video:

Cultural Awareness in a Globalized World [link]

The Hidden Face of Globalization [link]

Naomi Klein on Global Neoliberalism [link]

No Logo: Brands, Globalization, Resistance [link]
Week 7 (Feb 20 & 22)
Can We Have it All?

What are the tradeoffs involved in globalization? What public goods are attainable and unattainable under globalization? Which are necessary? And which can be abandoned?

Readings:


Video:

https://www.youtube.com/watch?v=ffpwG6hi-Eg

Week 8 (Feb 27 & Mar 1)
Global Financial Crisis: A Near Death Experience?

Why did the global economy nearly collapse in 2008? How should we understand this crisis and its causes? Can global finance be fixed?

MIDTERM MARCH 1

Readings:


Colin Crouch, The Strange Non-Death of Neoliberalism.

Recommended:

Charles Kindelberger, Manias, Panics, and Crashes.

Carmen Reinhart and Kenneth Rogoff, This Time is Different.


Gerard Dumenil, The Crisis of Neoliberalism.

Mark Blyth, Austerity.

Joseph Stiglitz, Freefall.


Video:
Inside Job
http://www.imdb.com/title/tt1645089/

Why Capitalism is Failing
https://www.youtube.com/watch?v=b7wIw1VNjSk

Capitalists Arise!


Spring Break (March 3-11)

Part II  Managing Globalization and Anti-Globalization

Week 9 (Mar 13 & 15)
Global Governance: Macro-Management of Globalization

How is globalization governed? Are nation-states increasingly unable to deal with global challenges? Do transnational actors have the tools needed? Are the challenges manageable? What is the role of the IMF, World Bank, and G20 in global economic governance?
David Held, “Regulating Globalization?”

http://www.sscnet.ucla.edu/soc/faculty/mann/articles_site.htm


Robert Wade, “Emerging World Order?”
http://eprints.lse.ac.uk/38603/1/Wade_Emerging-world-order_2011.pdf

Peter M. Haas, “Addressing the Global Governance Deficit,”
https://kb.osu.edu/dspace/bitstream/handle/1811/31977/3/Global%20Governance%20Deficit.pdf


Recommended:

Joseph Stiglitz, Globalization and its Discontents.


Lawrence Finkelstein, “What is Global Governance?”
http://maihold.org/mediapool/113/1132142/data/Finkelstein.pdf
Peter Katzenstein, *A World of Regions: Asia and Europe in the American Imperium.*

Jan Aart Scholte, “Civil Society and Democracy in Global Governance.”
http://wrap.warwick.ac.uk/2060/1/WRAP_Scholte_wp6501.pdf

http://digamo.free.fr/serra8.pdf


Video:

Effects of Globalization: Will the Nation State Survive?
https://www.youtube.com/watch?v=o2kfuaSAf7s

Knut Kjeldstadli on Globalization and the Nation State
https://www.youtube.com/watch?v=uubhJ4kJpZ8
Week 10 (Mar 20 & 22)

Global Inequality

Can global governance institutions do anything to shape inequality between nations as well as within nations? Can global income distribution be regulated effectively? Has inequality risen worldwide? Why or why not? What should be the goals of global regulation of inequality and what are the most effective instruments of policy?

Paper Presentations

Readings:

Branko Milanovic, Global Inequality.

Branko Milanovic, “Is Economic Inequality Cyclical?,” Nature.
http://www.nature.com/news/income-inequality-is-cyclical-1.20618

Recommended:

Joseph Stiglitz, The Price of Inequality.

Branko Milanovic’s blog, “Global Inequality.” http://glineq.blogspot.com/

Branko Milanovic’s interviews and other materials.
http://www.hup.harvard.edu/catalog.php?isbn=9780674737136

Video:

Gordon Brown on Global Economic Governance
https://www.youtube.com/watch?v=kidRH5OeZNU
https://www.youtube.com/watch?v=tmKxk8mf-B0

Global Economic Governance
https://www.youtube.com/watch?v=h2YeXIVl9G8

Stiglitz on Why Globalization Fails
https://www.youtube.com/watch?v=sV7bRLtDr3E

David Held on Global Issues (2010)
https://www.youtube.com/watch?v=e8Y4f1c6VSI

Week 11 (Mar 27)
Global Social Policy
Is there global regulation of welfare state policies, such as pensions and social assistance? How are these being shaped? Are there new trends in global social policy and how do these arise?

Paper Presentations

Readings:


Recommended:

Video:

Global Health and Social Policy
https://www.youtube.com/watch?v=pbzM9wAMIVg

New Directions in Social Policy
https://www.youtube.com/watch?v=ILTS_hFLyC4

The Rise of the New Global Super Rich
https://www.youtube.com/watch?v=d6NKdnZvdoO

**Week 12 (Apr 3 & 5)**

Regulating Disruptive Technologies: Bitcoin and Crypto-Currencies

How can disruptive technologies be regulated in a global economy? Do states have the proper tools?

Paper Presentations

Readings:


Bitcoin's Central Banker is Yesterday’s Man, Financial Times, December 11, 2015.
http://www.ft.com/intl/cms/s/0/b60e11ae-9f5e-11e5-beba-5e33e2b79e46.html#axzz3u8QCBSB5


Video:

Top 10 Bitcoin Facts
https://www.youtube.com/watch?v=2UC_8NdR1To

Bitcoin’s Regulatory Nightmare
https://www.youtube.com/watch?v=0rPMi8uQh4M

Future Bitcoin Regulations
https://www.youtube.com/watch?v=i92tA02xBV4
**Week 13 (Apr 10 & 12)**

Regulating Global Migration

**Paper Presentations**

**Readings:**


**Recommended:**

Adam McKeown, “Global Migration, 1846-1940,” *Journal of World History*.


**Video:**

Global Migration, [https://www.youtube.com/watch?v=pjjB1CtCYhg](https://www.youtube.com/watch?v=pjjB1CtCYhg)

Global Migration, [https://www.youtube.com/watch?v=952A6ZNtRrs](https://www.youtube.com/watch?v=952A6ZNtRrs)
Week 14 (Apr 17 & 19)
Brexit and Beyond: The New Politics of Populism

Course Papers Due

Readings:

Cas Mudde, “The Populist Zeitgeist.”


http://www.thedailystar.net/supplements/unforgettable-2016/the-age-trump-1338301

Recommended:

Evans and Menon, Brexit and British Politics.

BBC, All you need to know about Brexit: http://www.bbc.com/news/uk-politics-32810887

Video:

Brexit: Last Week Tonight with John Oliver
https://www.youtube.com/watch?v=iAgKHSNraxA
Week 15 (Apr 24)
Final Exam Review

**FINAL EXAM MONDAY MAY 7TH 12-2pm**
Revised Papers Due