Innovation, Global Competitiveness, and National Economic Development
AD667 A1

Course Description

This course discusses various perspectives of economic growth and development of emerging economies in the global context and examines the current micro and macroeconomic conditions. The contents and coverage of the course is spread across the business opportunities in terms of low-cost locations, resources, new markets, and challenges for international trade. In reference to the globalization more regional clusters are emerging with business and technological innovations, which are triggering global competition. Policy makers and business strategists alike are searching new theoretical frameworks to understand the underlying dynamics of this global reshuffling of production activities and how this will affect innovation and competitiveness. This course examines innovation, competitiveness and shifts in business strategies regional and global perspective and discusses the impact of globalization on innovation, production, and marketing activities. Insights on Approaches to developing high tech innovation based economies, to boost structural reforms and trade policy, and the strategies available to international firms for successful investment and business operation in these emerging market economies are also analyzed during the discussions in the course. Participants of the course are encouraged to independently research, write, and present studies on the strategies of various emerging economies and the nature of the rapid economic transformations these countries are currently undergoing. Lectures will be augmented by numerous case studies, reading, and guest speakers on strategies being employed in emerging countries and developing countries.

Course Format

The course uses two basic methods in a two-to-one ratio: lecture and discussion. Lectures introduce issues as well as define the logic of events and changes related to political economy. Discussion and analysis follow in each class session. Note that the format is dynamic and your attendance is very important: Students are encouraged to ask questions throughout, and responses are incorporated in to that lecture or discussion.

Session Plan

Session 1: Course Introduction; Syllabus Overview; Strategic ideas of Global Emerging Markets and Development.


Session 3: Trade and Export Diversification.

Session 4: Lessons in Managing Openness from Country and Regional Experiences, Economic Growth, Development, and Rethinking Development

Session 5: Private Enterprise, Development, and Research and Innovation.
Session 6: Business Manifesto, Innovations, and Economies of Scale

Session 7: Disruptive Technology and Impact on Business Competition

Session 8: Economic Growth and Macroeconomic Policy
Session 9: Cross-cultural Perspectives in the Sustainable Development
Session 10: Human Development Policies-
Session 11: Managing Risks.
Session 12: Going Global: Economics of Market Competition

Session 13: Emerging Trade Policy Issues in the post-Crisis Environment
Session 14: Regional approaches for multinational companies to gain global leadership

Session 15: General Discussion on innovation, technology, and global business. Presentations of term papers

Grading Criteria:
Class participation: 10%
Term paper: 35%
Analysis of Articles: 20%
Final-session exam: 35%

Term Paper Guidelines
1. Any topic within the course contents and coverage may be chosen for writing the term paper.
2. Each essay will be 8 pages in length, including a title page and references. It should be typed in 12-point font, Times New Roman, and double-spaced.
3. Avoid verbosity and do not plagiarize the work of others. You must cite your sources. Provide adequate citations and use the APA style for the bibliography.
4. The essay will have at least five references from peer-reviewed academic journals ONLY. You can find a good source from the BU Library's electronic resources. Use the link.
5. Students should analyze and synthesize the information from the articles to form a cohesive essay (1300 to 1500 words). The paper should be short and concise.

Required Texts:

Faculty
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Editor, International Journal of Leisure and Tourism Marketing
Editor, International Journal of Business Competition and Growth
Editor, International Journal of the Built Environment and Asset Management

Dr. Rajagopal is Professor of Marketing at EGADE Business School of Monterrey Institute of Technology and Higher Education (ITESM), Mexico City Campus and Fellow of the Royal Society for Encouragement of Arts, Manufacture and Commerce, London. He is also Fellow of the Chartered Management Institute, and Fellow of Institute of Operations Management, United Kingdom. He has been listed with biography in various international directories including Who’s Who in the World since 2008, and 2000 Outstanding Intellectual of the 21st Century published in 2009 by International Biographical Center, Cambridge UK. He offers courses on Competitor Analysis, Marketing Strategy, Advance Selling Systems, International Marketing, Services Marketing, New Product Development, and other subjects of contemporary interest to the students of undergraduate, graduate, and doctoral programs. Dr. Rajagopal holds Post-graduate and doctoral degrees in Economics and Marketing respectively from Ravishankar University in India. His specialization is in the fields of Marketing Management, Rural Economic Linkages and Development Economics. He has to his credit 40 books on marketing management and rural development themes and over 400 research contributions that include published research papers in national and international refereed journals. He is Editor-in-Chief of International Journal of Leisure and Tourism Marketing, International Journal of Business Competition and Growth, and International Journal of Built Environment and Asset Management. He is also member of editorial board of various journals of international repute. He has imparted training to senior executives and has conducted 55 management development programs. His research contributions have been recognized by the Government of Mexico and he has been awarded the status of National Researcher (SNI-level III) since 2004.