PIM 874
THE GLOBAL MARKETPLACE
Summer 2006

<table>
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<tr>
<th>Instructors:</th>
<th>G. Geoffrey Booth</th>
<th>Elizabeth B. Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office:</td>
<td>315 Eppley Center</td>
<td>321 Eppley Center</td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:boothg@msu.edu">boothg@msu.edu</a></td>
<td><a href="mailto:boothe@msu.edu">boothe@msu.edu</a></td>
</tr>
<tr>
<td>Phone:</td>
<td>(517) 353-1745</td>
<td>(517) 353-4820</td>
</tr>
<tr>
<td>Office Hours:</td>
<td>By appointment</td>
<td>By appointment</td>
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Course Description:

An eight-day international trip to Republic of Hungary (Hungary), the Slovak Republic (Slovakia) and the Czech Republic in order to obtain first-hand experience in the culture, business practices, and business environment of three transition economy countries that are poised to enter the European Union as full members. The primary focus is on Hungary and the Czech Republic.

Course Objectives:

1. To obtain exposure to business operations in three transition economies.

2. To develop an understanding of the strategic issues faced by Hungarian, Slovak and Czech business organizations in dealing with the European Union now and in the future.

3. To understand the financial, information technology, human resource, and marketing and supply chain similarities and differences in an international environment.

4. To apply the lessons learned to your own organizations.

Course Instructional Material:

The primary information sources for this course are the Economist and globalEDGE. A subscription to the Economist (paper and electronic) is provided. To access the Economist’s website you need to register. This is done by logging on to the website and following the “access” instructions. You will need to enter your Economist identification number; it is located on your mailing label. The Economist is arguably the most literate popular business and economic magazine published today. The globalEDGE website was created and is maintained by MSU’s Center for Business Education and Research (CIBER). According to the number of “hits” it is the most popular website for international business and economic information in the world. Both websites provide information on a country basis; look for the country “button” to hit.

http://www.economist.com
http://globaledge.msu.edu
Current **general information** is available in these three English language newspapers. The Hungarian newspaper is not a “pure” Hungarian newspaper because it contains articles from news sources around the world that pertain to Hungary, especially Budapest. The relevant websites are:

http://www.praguepost.cz  
http://www.slovakspectator.sk  
http://www.hungarytimes.com

Selected Hungarian, Slovak and Czech **economic and business information** websites are given below. Of particular interest are two books on the CERGE website. To find these, go to the website and hit *publications* and then *books*. Look for *Czech Republic 2003/2004 – Entering the EU* and *Tale of the Czech Transition: Understanding the Challenges Ahead*. Both are about 100 pages but the introductions are short and informative.

http://www.prague-tribune.cz/  
http://www.cerge-ei.cz  
http://www.bbj.hu/  
http://www.slovakia.org

Websites containing **culture and travel information** for Budapest and Prague are provided below. A website is also provided for Bratislava, but time constraints will not allow anything other than a cursory visit to the city. The Lonely Planet website provides a short history of the three countries. A concise history is also provided by the globalEDGE website (see above). The State Government website gives up-to-date information on travel safety and so forth as well as information on travel regulations. You need to select the country that you want. In addition, a detailed orientation packet will be supplied to you prior to departure by our partner, International Study Programs.

http://travel.state.gov/travel/  
http://travel.nytimes.com  
http://www.lonelyplanet.com/destinations/  
http://www.prague.cz  
http://www.bratislava.sk/  
http://www.budapestinfo.hu/en/

The truly culturally dedicated student should read *The Good Soldier Svejk (and His Fortunes in the World War)* by Jaroslav Hasek. This book is a classic Czech character study that examines the universal human condition. The cartoon illustrations by Josef Lada are excellent. English translations are available in libraries and a google web search finds numerous copies ranging anywhere from $2.50 to $1,250.00 for a collector’s copy. There is also a restaurant in Prague that promotes the “Svejkian” theme.

An extensive orientation packet is provided by Study Programs, the organization that is responsible for handling the logistics of our company visits and many of our cultural activities. This packet can be accessed at [http://studyprograms.com](http://studyprograms.com). Go to this website and click on the “student zone” and then log in. Your user name is 06MSU3 and password is MSU746. Click on our program name, which is the same as your user name. Finally click on the orientation packet. Next to the orientation packet you will find the most recent version of our itinerary. This itinerary will be updated periodically as we confirm the companies that we will visit.
Student Performance Criteria:

<table>
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<tr>
<th>Assignment</th>
<th>Due/Activity Date</th>
<th>Percentage of Grade</th>
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<tbody>
<tr>
<td>Seminar Participation (Individual)</td>
<td>May 19 and July 30 – August 5</td>
<td>30</td>
</tr>
<tr>
<td>Professional Comportment (Individual)</td>
<td>May 19 – August 6</td>
<td>10</td>
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<tr>
<td>Business Analysis – I (Team)</td>
<td>July 10</td>
<td>20</td>
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<tr>
<td>Business Analysis – II (Team)</td>
<td>July 17</td>
<td>20</td>
</tr>
<tr>
<td>Application Paper (Individual)</td>
<td>August 11</td>
<td>20</td>
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The two Business Analysis assignments should be e-mailed to Professor G. Booth. The Application Paper assignment, however, should be e-mailed to Professors G. Booth and E. Booth. Both e-mail addresses are given above. All written assignments should be easily identifiable (a cover page with title of assignment and student names or name) and prepared in a professional manner. Text material should be double spaced and on one side of the paper. Use 1-inch margins. Footnotes should be located on the bottom of the page where cited, and references should be placed at the end of the report. The font should be 10 pitch. Late assignments will incur a grade penalty.

MSU’s Policy on Academic Honesty is strictly adhered to. So that you do not inadvertently plagiarize, make sure that you clearly indicate the sources of your information, even if it is a website. Common knowledge need not be footnoted, but when in doubt cite.

Because this course has two instructors, it is important for you to know the role of each. Both of us have equal responsibility for the course and will jointly give you a grade, but neither of us is administratively senior to the other. This means that if you have a concern with either of us and the one involved cannot resolve it with you, your next step is to discuss the issue with Dean John Delaney or his designee and not the other instructor. However, if you have a concern issue with both of us jointly, we both will attempt to resolve the issue with you. If a satisfactory resolution cannot be found, the next step is for you to contact Dean Delaney or his designee.

Seminar Participation:

You are expected to fully participate in all formal class activities. This includes asking questions of the academic and business lecturers giving presentations in Budapest and Prague as well as the Hungarian, Slovak and Czech organizations that we visit.

Professional Comportment:

You are expected to act in a professional manner befitting a representative of MSU and your company. This includes becoming familiar prior to July 30 with the cities and countries to be visited. globalEDGE is a great place to start. Also you should investigate the cultural and travel websites provided above. In addition, you are expected to make meaningful and substantial contributions to your team assignments. Failure to do so may not only negatively affect your professional comportment grade but also your team assignment grade. Finally, professional dress (coat and tie and so forth for men and the equivalent for women) is required unless otherwise specified. See the International Study Programs orientation packet for more information in this regard.
**Business Analysis:**

We will visit seven to 11 companies (a maximum of five in Hungary, one in Slovakia and five in the Czech Republic) representing seven different industries. Because of our group’s size each of you will only visit seven companies. The class will be divided into 12 teams with each team consisting of three to four students. Each team is required to prepare two separate reports. Each report should be submitted to Professor G. Booth via an e-mail attachment and will be available shortly thereafter to the entire class at [http://www.msu.edu/~boothg/pim874.htm](http://www.msu.edu/~boothg/pim874.htm). The purpose of these reports is to prepare you, your team and the other class members to interact effectively with the key management of the companies visited. Thus, all students are required to be familiar with the material contained in all of the reports prior to departure. Each report should be approximately 5 pages long (not including relevant tables and figures). It will take careful editing in order to cover the topic and not exceed the stated length.

I. The first report focuses on the current economic situation and the short- and long-term economic outlooks for Hungary, Slovakia or the Czech Republic. Five teams will be assigned to Hungary, Two to Slovakia, and five to the Czech Republic. The analysis should not only discuss the assigned country but also the European Union and the country’s relationship to it.

II. The second report addresses the industries of the companies that we will visit. One or two teams will be assigned to each company-industry, which will be located in the country that the team examined in their first report. The report should address the following items: (1) the industry’s place in the world economy (especially the European Union) and the region, (2) its competitive environment, (3) and its short- and long-run outlook.

For Business Analysis I and II, the websites provided in the Course Instructional Material section, especially those for the *Economist* and globalEDGE, are good places to start your research. However, you are encouraged to go well beyond these sources, although it is not necessary to visit “for pay” sites.

The team country-industry-company assignments are:

- Team 1: Hungary – TBA – TBA
- Team 2: Hungary – TBA – TBA
- Team 3: Hungary – TBA – TBA
- Team 4: Hungary – TBA – TBA
- Team 5: Hungary – TBA – TBA
- Team 6: Slovakia – TBA – TBA
- Team 7: Slovakia – TBA – TBA
- Team 8: Czech Republic – TBA – TBA
- Team 9: Czech Republic – TBA – TBA
- Team 10: Czech Republic – TBA – TBA
- Team 11: Czech Republic – TBA – TBA
- Team 12: Czech Republic – TBA – TBA

The particular company may change, depending on the availability of key management during our country visit. The composition of the teams will be provided in a separate handout on or before May 19, 2006. These teams are constructed to “integrate” integrate the two cohorts. To help you recognize your fellow classmates, photographs will be posted on [http://www.msu.edu/~boothg/pim874.htm](http://www.msu.edu/~boothg/pim874.htm).
Application Paper:

The application paper (3 pages) gives you the opportunity to identify three important “lessons” learned from the lectures, company visits, cultural experiences and your research. The paper should discuss the ways in which you can creatively apply these lessons to your company. Concrete possibilities are strongly preferred to abstract ones. Again, be sure to edit carefully to keep within the page limit.

Travel Schedule and Itinerary (July 30, Sunday – August 6, Sunday):

We arrive in Budapest Sunday and will stay through Tuesday night. Our hotel is the Artotel (http://artotel.de/budapest/budapest.html). Wednesday is a travel day and we will have lunch in Bratislava. We check into our hotel, the Ramada Grand Hotel Symphony (http://euroagentur.com/hotels/ramada-grand-hotel-symphony/) in Prague on Wednesday night and will stay there until our departure on Sunday. Monday through Friday will be devoted to an educational mixture of lectures and company experiences. A detailed travel schedule and itinerary will be provided in a separate handout on or before May 19, 2006. See the Study Programs website (http://www.studyprograms.com). Recall that the access protocol is provided in Course Instructional Materials.

This version: May 19, 2006