

Course handbook

2FE076/2FE081:3 Global Strategic Management

Hello dear students,

I am sure you were looking forward to the studying the course Global strategic management. Now after the recent changes in the educational process we can continue the course. According to governmental instructions, the course will be given online, so no meeting at the university.

I have uploaded the introduction lecture to the "Lecture documents". Please listen to it and write to me if you have any questions. You can write both via email and MyMoodle.

Another recorded lecture will be also available in 'Lecture documents' on the 7th of April.

As you will find out from the introduction lecture, the course has two assignments:

- 1) the written individual take-home exam. The question for the exam will be available on the 15th of April and you have to submit your answers on the 17th of April before 16.00. You have to read the following literature:

Article: Marcus, G E (1995) Ethnography in/of the world system: the emergence of Multi-sited ethnography. *Annual Review of Anthropology*, Vol. 24. (1995), pp. 95-117.

Book: Rivoli P (2009) *The Travels of a T-shirt in the Global Economy*

Both are available at university library's website. Your answers to the questions will be around 3-5 pages (7 000 characters including spaces).

- 2) written course paper

All instructions are available in the introduction lecture and in the assignment instructions (MyMoodle course page-Course materials- Assignments). The supervision will be via skype or zoom. You can also write your questions to me.

You will present your paper and opposition on the 30 of April, 2020 via group video in Zoom or skype. Then will be able to edit your paper according to the opposition recommendation and submit the final version on the 4th of May.

Regarding the final seminar:

Please upload your paper in course forum 'Final seminar' in MyMoodle on **the 29th of April** so that I and the opponent can read and comment on it before the final seminar. Note that all parts of the report must be finished by this date. After the seminar you can make minor changes, for example clarify some sentences and statements, edit the references and formalities.

You will present your paper and opposition on **the 30 of April, 2020** via group video in Zoom or skype. You will have max 5 minutes to describe your paper briefly. Then the opponents and supervisor will present their feedback. Instructions for opposition are attached and are available in course material as well. I will send the timetable and opposition list later.

After the seminar you will be able to edit your paper according to the opposition recommendation and submit the final version on the 4th of May in examination in MyMoodle

Instructions for the individual take home exam

The aim is to create a method scheme for following objects/people in the global economy, based on the following course literature:

- Marcus, G E (1995) *Ethnography in/of the world system: the emergence of Multi-sited ethnography*
- Rivoli, P., (2009). *The Travels of A T-Shirt in the Global Economy: An Economist Examines the Markets, Power and Politics of World Trade.*

Additionally you can use other scientific sources to develop your ideas.

In the individual take home exam you should describe the following points:

1. What is a multi-sited ethnography? Based on Marcus' text, identify the main features and methods of multi-sited ethnography.
2. Based on the main features of multi-sited ethnography, what should one focus on when following an object, a person, a metaphor etc.? You can develop these steps further than the article.
3. Using Rivolis book, identify what specific phenomena, people etc. she observes at each site. E.g. who produces, how, good wages? Women or men? Norms and prohibitions? Chemicals and toxins? Waste disposal? Government protection?
4. Use the summaries in the steps in relation to your project idea: what will you follow (brand, a person, an idea, a product), what sites (e.g. retail – consumption – recycling; or different countries), what kind of data you will need and how you will collect it.

The course report should be approximately 7000 characters including spaces (which corresponds to 3-5 pages A4 text).

Instructions for course paper

The aims of the course paper are:

- a) To follow an object/person/idea in the global economy using the method of multi-sited ethnography in order to highlight how various local sites are interconnected
- b) To analyze your observations using suitable theories. For that you will need additional research-based articles and books that are adapted to your particular topic.

The outline of the course paper should be:

Introduction. About 1 page. Discuss globalization using Held's book as a background, and then introduce your choice of object/person/idea you have chosen to follow: some background information and motivation/problematisation of the topic. Research questions and aim of study must be formulated.

Theory. Here you present theories that you will use to analyze your empirical material. Theories should be chosen to suit your investigation. Besides the course books, at least one scientific article must be used.

Method. Use your report on the multi-sited ethnography and develop it for your topic. Method should include a section on data collection and data sources you used. It is preferable that you have a clear description of what you have observed at each site (e.g. government regulation, labor conditions). If your question requires an interview write the questions you asked and operationalization.

Description of qualitative research should be included. If possible, even phone interview with company responsible.

The empirical chapter on the multi-sited ethnography you have done. Here you present the empirical material you have.

First, provide the information about how the company established itself on the global market and then focus on the sites that you have chosen. The company reports and official information must be used.

You should have three different sites in your ethnography section. Divide your empirical chapter into separate sections for each site.

Analysis. Here you analyze your empirical material by applying your theories.

Conclusions and personal reflections on the phenomenon of globalization.

Here you present summary of your findings.

Reflections. Here you explain how this report is relevant (if relevant) for the future career; how you benefited (if you did) from the conducted study; why is a reader or stakeholder can be interested in your report.

Don't forget to reference your sources in the text and in the table of references at the end of the document! Harvard referencing is preferable. You can use visual images in your report, but don't forget to reference these as well.

The report should be approximately 7-9 pages text (A4 format, when using standard Cambria font/style).

You will present your paper and opposition on the 30 of April, 2020 via group video in Zoom or skype. Then will be able to edit your paper according to the opposition recommendation and submit the final version on the 4th of May.

Guidelines for opposition
2FE076
Global strategic management, Spring 2020

Below you can find questions that you can use in order to present your comments during the last seminar. You may add other questions if needed.

GENERAL REQUIREMENTS

1. Are the contents of the report/paper clear when reading the title and summary?
2. Is there a clear link between the purpose, the other parts of the report, and the contents of the report as a whole?
3. Does the report have a good structure?
4. How was the authors' ambition level?
5. Is there a "main thread" in the report so that it will be interesting to read?

BACKGROUND AND OBJECTIVES

1. Does the background description give a relevant introduction and background to the Report/paper?
2. Are the problems obvious in the problem discussion?

RESEARCH QUESTION/OBJECTIVES

1. Is there a well-defined and well-motivated research question / objectives?
2. Do the objectives really express what the authors wish to achieve with the report?
3. Is there a clear link between the backgrounds, problem discussion, and research question/objectives?

THEORY

1. Are the theories relevant to the report?
2. Is the description of the theories clear?

METHOD

1. Is the method of multi-sited ethnography clearly described?
2. Is the applied methodology well presented?
3. Is the collected information sufficient for the report and is it relevant?

EMPIRICAL DATA

Is the empirical data clearly described?

ANALYSIS/CONCLUSION

1. Which results have the authors come to and do they seem reasonable?
2. How do the actual results match the research question and the purpose?
3. Are the analysis and conclusion parts clearly linked with the purpose and the presented theory

Grading

The following grading criteria are applied for the course assignments 'Group report' in the course "FE076 – Global Strategic management".

The following aspects are taking into consideration:

- Clear and interesting introduction relevant to the subject
- Well-defined and logic research questions and purpose of the study
- Theoretical depth, presentation of relevant theories, models, definitions
- Application of chosen methods (multi-sited ethnography)
- Detailed description of method application, gathering of information, methodological awareness
- Clear and vivid presentation of empirical data
- Description, analyses based on the empirical data and chosen theories; analytical ability
- Presentation of the results
- Reflections

Grade	Assessment	Your results are equivalent to one of the following criteria for each onjective for the subcourse/course
A	<i>Excellent</i>	A distinguished result that is excellent with regard to the following aspects – theoretical depth, practical relevance, analytical ability and independent thought
B	<i>Very good</i>	A very good result with regard to the above-mentioned aspects
C	<i>Good</i>	The result is of a good standard with regard to the above-mentioned aspects and lives up to expectations
D	<i>Satisfactory</i>	The result is of a satisfactory standard with regard to the above-mentioned aspects and lives up to expectations.
E	<i>Sufficient</i>	The results meet the minimum criteria
Fx	<i>Insufficient</i>	In exceptional cases, the examiner /course coordinator may decide that a student close to the level required for grade E can complete supplementary tasks in order to pass. The examiner/ course coordinator will inform the student in writing about what applies for submitting supplementary work. The grade of F is assigned in anticipation of the extra tasks, and the grade is changed to E if they are approved.
F	<i>Insufficient</i>	Significantly more work is required