CMGT 531

Communication and the International Economy

Spring 2013

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Class: Monday 5:00-7:50 in KER 202
Office Hours: KER 206: Monday 3:00-5:00 and by appointment

Catalogue Description: Examines the impact of global economic changes on communications industries, the political and economic forces shaping these industries and the roles of IT managers.

Course description: This course examines how changes in the technological and political-economic environment have transformed the terms of competition in the communication and information technology (ICT) industries on a global scale. It focuses on the strategies of companies across a variety of ICT sectors: broadcasting, film, telecommunications, the Internet, video games, social networks, and the music industry. The course begins with a discussion of the emergence of a global information economy and the role of ICTs in global markets. Leadership and governance issues are introduced. In the second part, we focus on specific ICT sectors and look at real-world examples through a series of case studies.

Career relevance: As the revolution in communication technologies creates global markets, the ability to understand the international dimension of the commercial decisions with which organizations are confronted has become a critical managerial skill. Whether you pursue a career in Hollywood, an Internet start-up, advertising, government, or the non-profit sectors you will be faced with decisions that cut across political, economic, and cultural borders. How should you expand internationally? How important is having locally produced content? What are the regulatory and cultural barriers that need to be considered in your strategy? This course is designed to provide students the analytical tools to address these types of questions by focusing on the global forces shaping communication markets (understood broadly) and the global economy and how firms are adapting their international strategies to these changes.

Class structure: The course will follow a seminar teaching style, which implies keeping lectures to a minimum and stressing class discussions around the case studies, since they represent the kind of real-world situation you are likely to face in your career. Each meeting will be divided in two parts (with a 10-minute break in between). The first part will be more lecture-oriented, while the second will be dedicated to the case studies and will be often led by the students (see below).
Course requirements: There are five requirements for the course:

1. **Briefing Paper** on the ITU Conference in Dubai in December 2012

2. **Book Review** for IJoC Final draft due February 25th.

3. **Corporate Analysis presentation (1):** March 11th. Each student will present a SWOP analysis of a major international corporation. (Part I)

4. **Competitive Analysis presentation (2):** March 25th. Each student will make a presentation on the two or three most formidable competitors their firm faces and suggest ways to compete.

5. **Paper/Power point of Analyses** of Part I and Part II due April 1

6. **Policy memo:** Students will develop a policy memo for a government agency that suggests how to proceed on pressing ICT problem that they face today. Oral, power point assisted, and written presentations will be offered. Due date to be determined.

7. **Class participation.** Students are expected to make informed contributions to class discussions and in-class activities. What does it take to make informed contributions? First, do the readings before class. Second, students should follow the ICT industry news. Participation can raise your grade, but not lower it.

**Academic Integrity:**

The Annenberg School for Communication is committed to upholding the University's Academic Integrity code as detailed in the SCampus Guide. It is the policy of the School of Communication to report all violations of the code. Any serious violation or pattern of violations of the Academic Integrity Code will result in the student's expulsion from the Annenberg Communication School.

**Disability Accommodation:**

A brief announcement from the Office of Civil Rights: Students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from the DSP when adequate documentation is filed. Please be sure the letter is delivered to me as early in the semester as possible. DPS is open Monday-Friday, 8:30 to 5:00. The office is in Student Union 301 and their phone number is (213) 740-0776.
CMGT531: Class Schedule: Version 1

Week 1 (January 14): INTRODUCTION: GLOBALIZATION & FINANCIAL CRISIS

No Reading assignment but at a later point you may want to read:


Carmen Reinhart & Kenneth Rogoff, *This Time is Different*

Week 2 (January 21): NO CLASS: Martin Luther King Day

Individual Meetings to be scheduled

Week 3 (January 28): GLOBAL INTERNET GOVERNANCE

Technology and globalization make national regulation of global networks inefficient at best and ineffective to useless at worst. So?


L. Gordon Crovitz, “America’s First Big Digital Defeat,” distributed in class.


Week 4 (February 4): HISTORY: THE RISE AND FALL OF DOMINANT FIRMS (and also brief discussion of book review drafts)


Week 5 (February 11): THE INFLECTION POINT

Global ICT is poised for significant change, for better or worse. Which will it be?


Cowhey, Peter and Jonathan Aronson (2009), *Transforming Global Information and Communication Markets*. Introduction, Chapters 1 thru 5. Available at: [www.globalinfoandtelecom.org](http://www.globalinfoandtelecom.org)

Week 6 (February 18): No Class – President’s Day
Week 7 (February 25): CORPORATE STRATEGY IN A GLOBAL WORLD

When and why do high tech ICT companies thrive or stumble? How does the strategy change as globalization proceeds?


“Microsoft’s Lost Decade,” Vanity Fair, August 2012, pp. 108—113, 132-135. (to be distributed in class)


Week 8 (March 4): CLASS TO BE RESCHEDULED; JDA IN SOUTH AFRICA

CROSS-CUTTING GLOBAL ISSUES:

CLASS CHOOSES FOUR TOPICS

Week 9 (March 11)

Week 10: (March 18) -- NO CLASS: Spring Break

Week 11 (March 25)

Week 12 (April 1)

Week 13 (April 8)

Reading assignments will be revised based on the interests of students in the class.
TOPIC 1: INTELLECTUAL PROPERTY


OR


AND


Jessica Chia-Yueh Liao, "China's response to the global IPR regime: Compliance or resistance?" *Issues & Studies*, ISSN 1013-2511, 12/2006, 42:4, pp. 175 – 222. (email)

TOPIC 2: IP CASE STUDY: THE MUSIC INDUSTRY AND THE RIAA (Only if class also chooses Topic 1)


TOPIC 3: DATA PROTECTION, CYBERSECURITY (AND CYBERWAR?):


White House Cybersecurity Proposals. Check out proposal from WH available at: http://www.whitehouse.gov/cybersecurity and also see:


Other possible sources include:


TOPIC 4: PRIVACY, OPENNESS, AND TRANSPARENCY

EU Privacy Directive, proposed, November 4, 2010,

Hillary Clinton, Remarks on Internet Rights and Wrongs: Choices & Challenges in a Networked World
www.state.gov/secretary/rm/2011/02/156619.htm

Hilary Clinton, Remarks On Internet Freedom, The Hague, Netherlands, December 8, 2011. At: http://www.state.gov/secretary/rm/2011/12/178511.htm (A video of the speech is also at the site.)


Strickling, Lawrence E. NTIA, Remarks on Privacy and Innovation, 32nd International Conference of Data Protection and Privacy Commissioners, Jerusalem, October 27, 2010. (to be distributed)


TOPIC 5: THE CLOUD


“Open Cloud Manifesto,” Available at: http://www.opencloudmanifesto.org/


TOPIC 6: TRADE

Business Software Alliance, Lockout How a New Wave of Trade Protectionism Is Spreading through the World's Fastest-Growing IT Markets — and What to Do about It (2012) (email)

Cowhey, Peter and Jonathan Aronson (2009), Transforming Global Information and Communication Markets. Chapters 7 and 8. Available at: www.globalinfoandtelecom.org


Topic 7: TOPIC SUGGESTED AND DEVELOPED BY CLASS
Week 14 (April 15): US INTERNATIONAL PRIORITIES IN A GLOBAL, INTERDEPENDENT, AND MORE PLURAL WORLD

The second term foreign policy focus likely will be on Sustainable US leadership in a world of devolving power and multilateral problem solving. This international change parallels the growing diversity of power/leadership inside US.


(More to be added)

Week 15 (April 22): CHINA I: ISSUES IN POLICY

China’s communication champions like Huawei are emerging as international players. Its policies also are in transition.


Week 16: (April 29): CHINA II: ISSUES IN ICT POLICY: INNOVATION

Chinese innovation policy has both strengths and weaknesses.

Watch Dan Breznitz talk in Barcelona: Available at: http://www.youtube.com/watch?v=5HFk-6euD88

Breznitz, Dan (2007), Innovation and the State: Political Choice and Strategies for Growth in Israel, Taiwan, and Ireland, Chapter 3 and Conclusion, pp. 97-145 and 190-209.
Week 17 (May 6). GOVERNANCE (Revisited) (MAKE-UP CLASS)

We consider broader issues of international ICT governance and why it matters.

Cowhey, Peter and Jonathan Aronson (2009), Transforming Global Information and Communication Markets. Chapters 6, 9 & 10. Available at: www.globalinfoandtelecom.org


“Toward a Single Global Digital Economy,” The First Report of the Aspen Institute IDEA Project (to be emailed)

Week 18 (May 13 or before). Project presentations.

Since we lose two Monday class to Holidays, I would like to add an additional session during exam week. If the timing does not work, we will pick another evening.