

Syllabus

1. Information about the course and lecturer

1.1. Name of the course:	Sustainable Global Business Chains (Global Value Chains)
1.2. Faculty that coordinates the course:	Faculty of Management and Finance
1.3. Education path:	Executive Master of Business Administration (EMBA)
1.4. Number of hours scheduled in study plan (<i>16 on-campus + 4 on-line hours / 32 on-campus + 3 on-line hours</i>):	16 on-campus + 4 on-line hours
1.5. ECTS (<i>filled by administrative</i>):	
1.6. Lecturer's first and last name:	Masaaki Kuboniwa

2. Course's learning objectives, and its way of verification

2.1. The general purpose/aim of this course:

...This lecture is focused on global business/supply/value chains generated by the EU, Japan, China, Russia, the USA and others. This lecture aims to develop students' understanding of comparative characteristics of each economy in the light of contemporary material intensity (efficiency) and global business/supply/value chains through international trade of goods, services and value-added. Students will increase their ability to assess evidence-based analysis of sustainable global business/value chains.

2.2. Intendent course outcomes in area of knowledge and skills

a. After this course Student will have **knowledge on:**

- cost-performance (benefits) relationships or material intensity by using the basic concepts of intermediate inputs and value-added (GDP), in selected countries, including Poland. Business contribution to corporate social responsibility (CSR) through raising material/energy efficiency.
- conventional foreign trade (exports and imports of intermediate inputs, consumption and investment). In particular, the importance of imports needed and induced by exports.
- the new concept of bilateral value-added trade, initiated by WTO and OECD etc., among countries through typical case studies and simple data
- Analyzing global business/value chains of international trade of Poland and selected countries in terms of the value-added trade
- Critically analyzing trade balances/imbances between advanced and developing/emerging economies.

- synthesizing the features of various economies through relationships between economic growth (cost-performance) and global business/value chains in comparison with other economies.
- assessing evidence-based analyses.

b. After this course Student will have the following practical **skills**:

- How to compute and compare energy efficiency of various countries
- How to comprehensively understand conventional and new trade theory and their applications to selected economies and to the world
- How to synthesize new concept of trade in value added with conventional gross trade by using actual data on selected economies and the world
- How to use elementary or advanced techniques for global business/value chains

2.3 Course evaluation methods, general guidelines for approving the course (*grading scale: 5 (very good), 4 (good), 3 (adequate), 2 (failed)*).

1	Assignment – 1(report)	Due hour, not yet specified	25%
2	Assignment – 2 (presentation)	Due hour, not yet specified	25%
3	Attendance with participation in discussions of own views and opinions		50%
4			
	TOTAL		100%

3. Course content and topics:

- **Hour 1-3 I- Explanation of outlines and basic concepts using simple examples**
Porter's value chain
Examples of global business/value chains: iPhone and TOYOTA
Macro input-output systems of selected countries:
European countries (Germany, Poland etc.), Asian countries (Japan, China, Korea, Taiwan etc.), Russia, and the USA etc.
Episode: Mr. Trump's challenges to global value chains (GVCs)
- **Hour 4-6 II-Material intensity/efficiency**
Definitions of intermediate input, value-added or gross domestic product (GDP) or primary input and output.
Input coefficient (intermediate input to output) and value-added coefficient or ratio (value-added to output) in selected countries

Cost-performance analysis using material/energy efficiency to meet CSR

Tutorials: Free internet access to databases; How to use Excel if necessary

- **Hour 7-8 III Foreign trade structure in the world**
European exports and imports: 2000-2018
Asian exports and imports; Russian exports and imports
Various impacts of oil prices on energy efficiency, foreign trade and GDP growth in EU through Russia
 - **Hour 9-13 IV- Global Business Chains and Global Value Chains (GVCs)**
Basic theory and model of GVC
The WTO initiative for the GVC concept with “made in the World”
Developments of multinational companies and GVC
Increases in intermediate products in the world trade
Comparative advantage and free trade
How to capture the developments of global supply chains using the new concept of value-added trade
Episode: Challenges to the GVC and databases.....
 - **Hour 14-16 V-European Global business Chains and GVCs in a comparative view**
Case 1: One sector/one country and the rest of the world (ROW)
Case 2: One sector/many countries with ROW
Case 3: Many sectors/one country with ROW
Case 4: Many sectors/many countries with ROW
Policy implications for each case
- **Online Hour 1-4** Summary of energy efficiency and European Global business Chains and GVCs with discussions and students’ presentations.

4. Reference list:

- Xing, Y., and N. Detert. “How the iPhone Widens the United States Trade Deficit with the People’s Republic of China.” ADBI Working Paper No. 257. 2010.
<http://www.adb.org/sites/default/files/publication/156112/adbi-wp257.pdf>
- OECD’s Introduction to GVC
<http://www.oecd.org/sti/ind/global-value-chains.htm>
- Elms, K., and P. Low eds. Global Value Chains in a Changing World, World Trade Organization, 2013.
https://www.wto.org/english/res_e/booksp_e/aid4tradeglobalvalue13_e.pdf
- WTO and IDE-JETRO, Trade Patterns and Global Value Chains in East Asia: From Trade in Goods to Trade in Tasks, World Trade Organization: Switzerland, 2011.
https://www.wto.org/english/res_e/booksp_e/stat_tradePAT_globvalchains_e.pdf
- Koopman, R., Z. Wang, and S. Wei. 2014. “Tracing Value-Added and Double Counting in Gross Exports.” American Economic Review, 104 (2), 2014:459–94. Doi:10.1257/aer.104.2.459.
- Kuboniwa, M. “A Comparative Analysis of the Impact of Oil Prices on Oil-Rich Emerging Economies in the Pacific Rim,” Journal of Comparative Economics. 42 (2), pp. 328–339, 2014.

- Kuboniwa, M. “Russia’s Global Value Chain Using Modified World Input-Output Data.” *Eastern European Economics* (published by Taylor & Francis), 53 (4), 2015:277-308. DOI:10.1080/00128775.2015.1077012
- Kuboniwa, M. “Global Value Chains among Russia, China, the EU, the USA and Japan.” *European Association of Comparative Economic Studies*, 2015
- Koopman, R., Z. Wang, and S. Wei. 2014. “Tracing Value-Added and Double Counting in Gross Exports.” *American Economic Review* (published by American Economic Association) 104 (2), 2014:459–94. Doi:10.1257/aer.104.2.459.
- Kuboniwa, M. “Russia’s Global Value Chain Using Modified World Input-Output Data.” *Eastern European Economics* (published by Taylor & Francis), 53 (4), 2015: 277-308. DOI:10.1080/00128775.2015.1077012
- Kuboniwa, M. “Global Value Chains among Russia, China, the EU, the USA and Japan,” Keynote Paper to European Association of Comparative Economic Studies, September 2015.
- Kuboniwa, M. “Decomposition of Gross Exports into Value-Added: an Alternative Accounting System,” Paper presented to International Input-Output Conference in Seoul, 2015; CESSA Working Paper, 2016. <https://www.econ.ynu.ac.jp/cessa/publication/pdf/CESSA%20WP%202016-01.pdf#search=%27Decomposition+of+Gross+Exports+into+ValueAdded%27>
- Kuboniwa, M. “Global Value Chains with Sustainability in Europe,” Invited Keynote Paper to an International Conference at Lazarski University, Warsaw, 2018.

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Date of last update of syllabus:	8 December 2018

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