

GEOECONOMIC AND GEOPOLITICAL ANALYSIS

Professor Alec Ross

CONTACT INFORMATION

Lead Instructor: Alec Ross

Affiliation: Distinguished Visiting Professor, Bologna Business School

E-mail Address: alec.ross@bbs.unibo.it

Office Hours: Immediately after every class and by appointment

COURSE OVERVIEW

Teaching Hours: 20

Course Content: Doing business across borders is more complicated, dangerous and prone to near-instant change than any time since World War II and business leaders need help understanding how to adapt. The course will examine the economic and political forces that brought us to where we are today and look at the trends shaping the decade to come. The course will appraise the implications of these changes balanced between businesses, citizens, and public officials and help students understand how to work on our 196 country chessboard. The course will be enhanced by guest engagements with some of the globe's leading analysts working at the intersection of markets and geopolitics.

Teaching Method(s): *Seminars & Guest Lectures*

Required Readings (for the course):

1. Articles, cases, and notes assigned to a session are indicated in the required readings field in the description of the individual sessions.
2. Textbook: Alec Ross, *The Raging 2020s: Countries, Companies, People and the Fight for our Future* published by Holt (or in Italian, *I Furiosi Anni Venti* published by Feltrinelli)

INTENDED LEARNING OUTCOMES (ILOs): *description of the knowledge, skills and abilities that students should possess at the end of the course upon completing the entire learning process (3 to 5 ILOs)*

- LO-1: Students will be able to analyze the impact of geopolitics on markets and the impacts of markets on geopolitics
- LO-2: Students will understand varied approaches taken at the level of the state (government) and firm to exercise power that then impacts macroeconomics and sector specific economics
- LO-3: Students will have knowledge on specific technological and scientific developments including but not limited to AI, 5G, Supercomputing and Genomics
- LO-4: Students will understand the varying approaches taken to foster technological innovation at the state level, compare their relative effectiveness, and compare and contrast those models with non-state-based models of innovation policy

Sessions opened to the GMBA Alumni.

4 th session: Title	EMERGING TECHNOLOGIES & PLATFORMS (5G, AI, SUPERCOMPUTING, GENOMICS) AND THEIR IMPACT ON GEOPOLITICS & GEOECONOMICS
Date - hours	May 3 rd , 2022 – h 10:00 – 13.00
Required Readings	Chapter 5, <i>The Raging 2020s: Countries, Companies, People and the Fight for our Future</i> Chapter 4, <i>The Weaponization of Code, The Industries of the Future</i>
Content	<ul style="list-style-type: none"> Analyze the varying approaches taken to foster technological innovation at the state level, compare their relative effectiveness, and compare and contrast those models with non-state-based models of innovation policy Foundational review of Artificial Intelligence policy on geopolitics Foundational review of Supercomputing on geopolitics Foundational review of Genomics on geopolitics Case Study on Cyber in geopolitics
Location	Villa Guastavillani
Guest	Domitilla Benigni, Chairman Cy4Gate & COO Elettronica Group

5 th session: Title	THE TECHNOLOGICAL & ECONOMIC COLLISION BETWEEN SILICON VALLEY, BEIJING & EUROPE
Date - hours	May 5 th , 2022 – h 14.00 – 17.00
Required Readings	Cohen, Jared & Fontaine, Richard <i>United the Techno-Democracies, Foreign Affairs</i> October 2020 Council on Foreign Relations China Strategy Group Report <i>Asymmetric Competition: A Strategy for China & Technology</i> Text of Chinese State Council Notice on the Issuance of the New Generation Artificial Intelligence Development Plan LINK Chapter 6, <i>The Raging 2020s: Countries, Companies, People and the Fight for our Future</i> AI & Society, Huw Roberts· Josh Cowls, Jessica Morley, Mariarosaria Taddeo, Vincent Wang & Luciano Floridi <i>The Chinese approach to artificial intelligence: an analysis of policy, ethics, and regulation</i>
Content	<ul style="list-style-type: none"> Analysis of the competing and complementary nature of geopolitical models for regulating new technologies between Europe, the USA and China Examine the “technologies of 2030” in their comparative context
Location	Villa Guastavillani

6 th session: Title	NEW LABOR MOVEMENTS & FORMS OF WORK
Date - hours	May 10 th , 2022 – h 14.00 – 17.00
Required Readings	McKinsey Global Institute, <i>The Future of Work in Europe</i> LINK Chapter 3, <i>The Raging 2020s: Countries, Companies, People and the Fight for our Future</i> PWC Report: <i>Workforce for the Future, The Competing Forces Shaping 2030</i> LINK
Content	<ul style="list-style-type: none"> The role of the private and public sectors setting norms and regulations for labor Trends in increased and decreased employment across skillsets and sectors Past, present and emerging labor/collective action movements
Location	Villa Guastavillani
Guest	Dr. Ben Scott, Executive Director, Reset

7 th session: Title	STAKEHOLDER VERSUS SHAREHOLDER CAPITALISM AND THEIR STATUTORY, REGULATORY AND CULTURAL BATTLEGROUND
Date – hours	May 12 th , 2022 – h 11.00 – 13.00
Required Readings	Chapter 1, <i>The Raging 2020s: Countries, Companies, People and the Fight for our Future</i> McKinsey Global Institute The Social Contract in the 21 st Century LINK Harvard Business Review, Making Stakeholder Capitalism a Reality by Doug Sundheim and Kate Starr LINK Why Stakeholder Capitalism Will Fail by Steve Denning LINK
Content	<ul style="list-style-type: none"> • Compare geopolitical & economic models defining the roles of state, capital and labor to one another across statute, regulation and culture • Metrics for stakeholder capitalism • Metrics for shareholder capitalism
Location	Villa Guastavillani