

Course Bulletin

143837	Corporate Finance in Global Capital Markets			
Subject:	Catalog Nbr:			
GBA	B200			
2020 SPRG	Primary	Patrick Schena		patrick.schena@tufts.edu
<p>Corporate Finance in Global Capital Markets: This is an introductory course to corporate finance from the perspective of a company's chief financial officer (CFO). The first part covers financial planning and budgeting, financial analysis, and short-term financial management. The second part will help you develop a valuation framework for making investment decisions (capital budgeting) for new equipment, launching new products, managing mergers and acquisitions and LBOs, and making funding/financing decisions to be coordinated with those investment decisions. Special attention is given to the cost of capital and valuing stocks, bonds, convertible debt, and preferred stocks in the context of global capital markets.</p>				

143838	International Strategy and Innovation			
Subject:	Catalog Nbr:			
GBA	B236			
2019 FALL	Primary	Bhaskar Chakravorti		Bhaskar.Chakravorti@tufts.edu
2020 SPRG	Primary	Ravi Chaturvedi		Ravi.Chaturvedi@tufts.edu
<p>International Strategy and Innovation: This course will prepare you to strategize effectively. You will master a variety of skills, including evaluating the dynamics of your external environment (including the complexity of the global context, political situations, emerging markets, and the changing state of natural resources), making choices regarding "where to play" and "how to win," sustaining this advantage over time, and creating the right organizational and business models to execute the chosen strategy efficiently. You will learn to make a set of integrated choices, to spot innovative business models, to anticipate the key challenges and techniques for implementing these models, and to consider the tensions and opposing forces that must be balanced for your strategy to succeed.</p>				

143839	Global Marketing Management			
Subject:	Catalog Nbr:			
GBA	B260			
2020 SPRG	Primary	Bernard Simonin		bernard.simonin@tufts.edu
<p>Global Marketing Management: The course addresses the managerial, organizational, ethical, societal, environmental, and global dimensions of marketing decision-making. The main objectives of the course are to sharpen your skills in problem diagnosis and management. You will learn fundamental marketing concepts; improve your familiarity and understanding of institutional marketing knowledge, terminology, and practice; and practice formulating, presenting, and defending your own marketing ideas and recommendations. The course will stress agility in thinking ("whole-brain" and "neuro-marketing" models), operating in complex and volatile market environments, and leading marketing actors and initiatives cooperatively.</p>				

143840	Negotiating Leadership			
Subject:	Catalog Nbr:			
GBA	B295			

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Negotiating Leadership: This course explores the nature of leadership in the international business and organizational contexts. A key premise of the course is that leadership is an exercise in negotiation. To lead is to negotiate. The course will examine three key dimensions of the leadership life cycle: 1) the acquisition of leadership power, 2) the use of this power, and 3) the preservation and inevitable loss of this power. You will study a wide range of leadership theories and practices (American and international), examine failed leadership examples, and discuss the role of values, ethics, gender, and culture.

143841	International Business Law			
Subject: GBA	Catalog Nbr: L230	2019 FALL	Primary	Joel Trachtman joel.trachtman@tufts.edu
<p>International Business Law: This course provides an introduction to international business's legal context. You will study the private international law issues that affect an international business transaction. You will also examine international taxation, anti-bribery law, intellectual property protection, trade law for market access, payment for goods using letters of credit or blockchain, international protection of foreign direct investment, and financing a foreign direct investment through project financing.</p>				

143842	Mergers and Acquisitions			
Subject: GBA	Catalog Nbr: L237			
<p>Mergers and Acquisitions: This course reviews the structuring, negotiation, and implementation of cross-border merger and acquisition transactions. It takes into account the applicable issues of international law and national practice. The course discusses alternative forms of transaction structure and the underlying tax and legal considerations related to choosing particular approaches. You will analyze different forms of acquisition agreements, review the role and application of key transactional concepts, and analyze how these concepts are addressed in the context of specific transactions. You will review the typical areas of negotiation in the acquisition of private and public companies and evaluate how these negotiations are affected by international regulatory, legal, and fiscal considerations. Finally, you will review trends in deal terms, drawing on recent transactions involving North American, European, and Asian companies.</p>				

143843	Politics of the Global Economy			
Subject: GBA	Catalog Nbr: P217	2019 FALL	Primary	Daniel Drezner Daniel.Drezner@tufts.edu
<p>Politics of the Global Economy: Individuals have traded goods across territorial borders since the dawn of the city-state. Over time, they have altered their economic relations with each other in response to changes in technology, ideology, and the distribution of power. But what determines the direction, magnitude, governance, and fluctuation of these cross-border flows? How does trade, money, investment, and migration respond to structural change or exogenous shocks? This course surveys theories and issue areas of the global political economy from the past and present to develop a better understanding about the future.</p>				

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143844	International Macroeconomics			
Subject: GBA	Catalog Nbr: E212			
2019 FALL	Primary	Michael Klein	michael.klein@tufts.edu	
<p>International Macroeconomics: This course examines the determination of income, the exchange rate, and the trade balance in economies that trade goods, services, and assets with the rest of the world. Theory is developed and employed to study current events and historical experience. You will study exchange rate determination, monetary and exchange rate policy, the causes and consequences of external imbalances, international policy coordination, financial crises, and the global capital market.</p>				

143845	International Security			
Subject: GBA	Catalog Nbr: P240			
<p>International Security: This course examines the use of armed force in international affairs. You will examine theories of war and bargaining, conflict prevention and termination, post-conflict management, and the role of third parties. You will study civil wars, interstate wars, and insurgencies (including terrorism) as well as different forms of warfare, including conventional, nuclear, information, and cyber warfare. Although we will consider the nature of the state system and the structure of the international order from a historical perspective, special attention will be paid to the post-Cold War era.</p>				

144248	Decision Analysis for Business			
Subject: GBA	Catalog Nbr: P207			
2020 SPRG	Primary	Carolyn Friedman	Carolyn.Gideon@tufts.edu	
<p>Decision Analysis for Business: Most students will find themselves in positions to make or provide advice regarding difficult business decisions in their work. This course provides the opportunity to help you develop a toolbox of analytic techniques that can be indispensable in understanding complicated problems and arriving at the best possible decision such techniques and methods.</p> <p>You will learn about different types of decision models and how to choose the model that best represents the problem and tradeoffs at hand. Throughout the course, you will learn and practice these analytic techniques through examples and cases from different countries involving a wide variety of business problems. You will construct and solve these models in class and in problem sets. This course does not require a background in economics, statistics, or advanced mathematics.</p>				

144249	Data Analytics and Statistical Methods			
Subject: GBA	Catalog Nbr: B207			
2020 SPRG	Primary	Robert Nakosteen	Robert.Nakosteen@tufts.edu	
2020 SPRG	Primary	Jeremy Blaney	Jeremy.Blaney@tufts.edu	

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Data Analytics and Statistical Methods: In 2017, The Economist declared that the world's most valuable resource is no longer oil, but data. With each passing day, more data is generated. Within these data are insights to drive operational efficiencies, solve global health emergencies, and more.

To prepare you to leverage that data, this course will focus on two approaches to data-driven decision making: visual analytics and statistical methods. The course introduces you to data analysis, combining an overview of traditional methods of statistical inference with an introduction to visual analytics. The goal of the course is to provide you with the skills to make decisions and succeed in a data-rich and increasingly data-driven world.

144250	International Supply Chains: Connecting the Developed and Developing Worlds
Subject: GBA	Catalog Nbr: B281
<p>International Supply Chains: Connecting the Developed and Developing Worlds: This course is about managing the growing flow of business between countries, especially the supply chains that interconnect economies. Supply chains are especially dynamic today—performance demands on companies are steadily rising, geopolitical risks abound, and digital technology offers new choices about how to deliver to customers and how to control the chain.</p> <p>You will learn how to create, negotiate, and manage supply chains. The course operates at two levels. One is the global context: the forces that shape new supply networks, the elements that determine which ones succeed, and the particular challenges of operating in the developing world. The second is the operating level: how companies decide where to source, the partners they need, and where and how to build and control these supply networks.</p> <p>The tools of the course range from hard analytics and decision-making models to soft skills in aligning incentives and conflict resolution. The course covers a great range of industries—from commodities to basic manufactures to high tech—as well as services and goods.</p>	

144251	Managerial Economics
Subject: GBA	Catalog Nbr: E217
<p>Managerial Economics</p> <p>This course introduces management issues from the perspective of economics. The focus is on the strategic responses a firm can make regarding both its internal organization and its external interaction with both consumers and other firms. You will learn how economic analysis can aid the understanding and improve the design of organizational structure and the development of competitive strategies, whether the organization is a for-profit firm or a nonprofit enterprise.</p>	

144610	Independent Study: Bhaskar Chakravorti
Subject:	Catalog Nbr:

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GBA	B352				
2020 SPRG		Primary	Bhaskar Chakravorti		Bhaskar.Chakravorti@tufts.edu

144613	International Immersion: Mexico City
Subject: GBA	Catalog Nbr: B298
GBA International Immersion: Mexico City, May 6-10, 2020	