



FUNDAÇÃO ARMANDO ALVARES PENTEADO
CENTRO UNIVERSITÁRIO ARMANDO ALVARES PENTEADO

Course: GLOBAL BUSINESS	Code: GRA1268	Workload: 36
Program: AG - BUSINESS ADMINISTRATION		

COURSE DESCRIPTION

Global Business in a Geopolitical and Geoeconomic Supercycle. The Transformation of Globalization. Political, Legal and Institutional Environments. Political Risk and Board-Level Decision-Making. Technological and Geoeconomic Competition between the United States and China. Economic Statecraft and International Business. War, Conflict and Energy Shocks in the Middle East. The War in Ukraine and Global Markets. Japan, South Korea and the Asian Economies. The Gulf States and Africa. Brazil in the International Economy. Strategic Dependencies and Corporate Vulnerabilities. Public Health Crises and Corporate Resilience. Scenario Planning and International Risk Management.

COURSE OBJECTIVES

By the end of the course, students should be able to:

- Explain the transformation of globalization in the context of geopolitical rivalry, geoeconomic fragmentation, regionalization, wars, public health crises and shifting patterns of international interdependence.
- Assess how political, legal, economic and institutional environments — including the rule of law, political stability, regulation, state capacity and industrial policy — affect corporate decisions across borders.
- Analyze the business implications of political risk, regulatory uncertainty, state intervention, sanctions, export controls, investment screening, trade disputes and other forms of economic statecraft.
- Examine how technological competition between the United States and China — especially in semiconductors, artificial intelligence, critical minerals and supply chains — affects companies, industries and international markets.
- Assess the effects of wars, armed conflicts, nuclear risks and political instability on energy, food, fertilizers, commodity markets, shipping routes, insurance and corporate operations.
- Compare how Brazil, China, Japan, South Korea, the United States, the United Kingdom, the European Union, the Gulf States and African countries respond to geopolitical and geoeconomic pressures relevant to Global Business.
- Identify strategic dependencies and vulnerabilities in global supply chains, including energy, food, fertilizers, critical minerals, rare earths, technology inputs and critical chokepoints.
- Apply scenario planning and corporate risk analysis tools — including black swans, gray rhinos and silver linings — to formulate practical business recommendations in politically sensitive international environments.

METHODOLOGY

Classes will be predominantly lecture-based, supported by assigned readings and structured debates on the content of the texts.

COURSE CONTENT

1. Global Business in a Geopolitical and Geoeconomic Supercycle.
 - Companies operating across borders in a fragmented, high-risk international environment.
2. The Transformation of Globalization.
 - From hyperglobalization to fragmentation, regionalization and strategic dependence. Effects of geopolitical rivalry, wars, pandemics and other systemic disruptions on international business.
3. Political, Legal and Institutional Environments.
 - Rule of law, political stability, state capacity, regulation, industrial policy and their implications for corporate decision-making.
4. Political Risk and Board-Level Decision-Making.
 - Country risk, regulatory uncertainty, policy changes, state intervention and translating political and institutional risk analysis into corporate responses.
5. Technological and Geoeconomic Competition between the United States and China.
 - Semiconductors, artificial intelligence, export controls, investment restrictions, industrial policy and corporate exposure.
6. Economic Statecraft and International Business.

- Sanctions, tariffs, trade disputes, export controls, investment screening and economic security in the United States, the European Union and the United Kingdom.
- 7. War, Conflict and Energy Shocks in the Middle East.
 - Tensions involving the United States, Israel and Iran; energy prices, shipping routes, insurance costs and supply chain disruption.
- 8. The War in Ukraine and Global Markets.
 - Sanctions, energy and food security, fertilizer markets, commodity prices, nuclear risks and their effects on companies and international trade.
- 9. Japan, South Korea and the Asian Economies.
 - Energy scarcity, food and fertilizer insecurity, technological dependence, supply chain disruption and regional security risks.
- 10. The Gulf States and Africa.
 - Energy, sovereign wealth funds, critical minerals, food security, resource nationalism, political instability, the civil war in Sudan and Ebola.
- 11. Brazil in the International Economy.
 - Institutions, trade relations, strategic dependencies and economic ties with China, the United States, the European Union, Latin America, the Middle East and Africa.
- 12. Strategic Dependencies and Corporate Vulnerabilities.
 - Energy, food, fertilizers, critical minerals, rare earths, critical technologies, shipping routes, chokepoints and global supply chains.
- 13. Public Health Crises and Corporate Resilience.
 - COVID-19, Ebola, business continuity, crisis response and corporate adaptation to cross-border disruptions.
- 14. Scenario Planning and International Risk Management.
 - Use of black swans, gray rhinos and silver linings to analyze political, geopolitical and geoeconomic risks and develop practical business recommendations.

BIBLIOGRAFIA BÁSICA

JANDHYALA, Srividya. The Great Disruption: how geopolitics is changing companies, managers, and work.. Cambridge: Cambridge University Press, 2025.

NESTOROVIC, Cedomir. Geopolitics and Business: relevance and resonance. Cham: Springer, 2023.

RICE, Condoleezza; ZEGART, Amy B.. Political Risk: how businesses and organizations can anticipate global insecurity.. New York: Twelve, 2018.

BIBLIOGRAFIA COMPLEMENTAR

WILD, John J.; WILD, Kenneth L.. International Business: the challenges of globalization. 10.ed.. Harlow: Pearson, 2024.

HILL, Charles W. L.; HULT, G. Tomas M.. Global Business Today. New York: McGraw-Hill Education, 2020.

War by Other Means: geoeconomics and statecraft. Cambridge: Harvard University Press, 2016.

BREMMER, Ian. The End of the Free Market: who wins the war between states and corporations?. New York: Portfolio, 2010.

BREMMER, Ian; KEAT, Preston.. The Fat Tail: the power of political knowledge for strategic investing.. New York: Oxford University Press, 2009.

OUTRAS PUBLICAÇÕES, VIDEOS E SITES

ASSESSMENT CRITERIA

$\text{TRUNCATE}(((N1F*4) + (N2F*6))/10),1)$

ASSESSMENT CRITERIA DESCRIPTION

N1F Assessment 1 (40%): Individual essay in English on Global Business and International Risk Assessment

N2F Assessment 2 (60%): Individual essay in English — Corporate Political Risk Report