

**KOÇ UNIVERSITY
GRADUATE SCHOOL OF BUSINESS
2016/2017 SPRING SEMESTER**

**MGMT513: FOREIGN POLICY ANALYSIS FOR BUSINESS
LEADERS**

Instructor: Dr. Altay Atlı (altay.atli@gmail.com | www.altayatli.com)

Time and venue:

28 April 2017 Friday | 09:00 – 13:00 / 14:00 – 18:00 | SOS B21

30 April 2017 Sunday | 14:00 – 18:00 | ISTINYE CAMPUS

12 May 2017 Friday | 14:00 – 18:00 | CAS Z48

Description: Changing global context and its reflections in foreign policy strategies. Main factors determining Turkish foreign policy and what they mean for geo-political dynamics, as well as the possible threats and opportunities that they pose for the business world.

Course plan:

Session 1 (28 April; 09:00 – 13:00)

Changing Global Context of Foreign Policy Making

- Globalization and foreign policy
- Rise of the global entrepreneur
- Links between economics and international relations: Economic statecraft and economic interdependence.
- Economic diplomacy.
- The need for a corporate foreign policy.

Readings:

- John Chipman, “Why Your Company Needs a Foreign Policy,” *Harvard Business Review*, September 2016, pp. 36-43.
- Joseph M.S. Munoz and Anthony Liberatore, “Executive Perspectives in Geopolitics: Management Implications for International Corporations,” in *Handbook on the Geopolitics of Business*, ed. Joseph M.S. Munoz (Cheltenham: Edward Elgar, 2013), pp. 93-111.
- Nicholas Bayne, “Challenge and Response in New Economic Diplomacy,” in *The New Economic Diplomacy*, ed. Nicholas Bayne and Stephen Woolcock (Oxon: Routledge, 2017), pp.15-37.

Session 2 (28 April; 14:00 – 18:00)

Analyzing Turkish Foreign Policy (I): Approaches and Dynamics

- Tools for analyzing Turkish foreign policy.
- Overview of Turkish foreign policy.
- Institutions of Turkish foreign policy.
- The role of business actors in Turkish foreign policy.
- Turkey's economic diplomacy.

Readings:

- Ziya Öniş, "Multiple Faces of the New Turkish Foreign Policy: Underlying Dynamics and a Critique," *Insight Turkey*, vol 13, no. 1 (2011), pp. 47-65.
- Kemal Kirişçi, "Is Turkish Foreign Policy Becoming Pragmatic Again?," *Brookings*, July 11, 2016.
- Bülent Aras, "Turkish Foreign Policy After July 15," *Istanbul Policy Center*, February 2017.

Session 3 (30 April; 14:00 – 18:00)

Analyzing Turkish Foreign Policy (II): Regional Assessments

- Turkey and the West.
- Turkey and the Middle East.
- Turkey and Eurasia/Russia.
- Turkey and Asia.
- A shift of axis?

Readings:

- Meltem Müftüler Baç, "Turkey's Future with the European Union: An Alternative Model of Differentiated Integration," *Turkish Studies* (2017), pp. 1-23.
- Ziya Öniş and Şuhnaz Yılmaz, "Turkey and Russia in a Shifting Global Order: Cooperation, Conflict and Asymmetric Interdependence in a Turbulent Region," *Third World Quarterly*, vol. 37, no.1 (2016), pp. 71-95.
- William Hale, "Turkey's Domestic Politics, Public Opinion, and Middle East Policy," *Palgrave Communications*, no. 81 (2016).

Session 4 (12 May; 14:00 – 18:00)

Political Risk Management

- Identifying political risk at the global level.
- Political risk management.
- **Class exercise.**

Reading:

- Mina Toksöz, "Political and Geopolitical Risks," in *Guide to Country Risk*, The Economist (London: Profile Books, 2014), pp.103-124.

Student responsibilities:

- Students are required to attend all the classes, unless they have a legitimate and documented excuse.
- Students will prepare an assignment paper for this course. Details will be discussed in the class.
- Plagiarism in the assignment is not tolerated and will result in a direct Fail for the class.
- No time extensions are granted for the assignment.
- The class exercise to be held in the last session of the course will require group work, wherein groups of students will be preparing country/region based foreign policy analyses from the perspective of corporate needs and requirements. Details will be discussed in the class.

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