



Universidade Federal do Ceará
Faculdade de Economia, Administração, Atuária e Contabilidade
Departamento de Administração

PLANO DE ENSINO DE DISCIPLINA

Ano/Semestre

1. Identificação					
1.1. Unidade: FEAAC					
1.2. Curso: Administração					
1.3. Nome da Disciplina: <i>GLOBAL TURNING POINT</i>					
1.4. Código da Disciplina: ED0419					
1.5. Caráter da Disciplina: () Obrigatória (X) Optativa					
1.6. Regime de Oferta da Disciplina: (X) Semestral () Anual () Modular					
1.7. Carga Horária (CH) Total: 64h	C.H. Teórica: 64h	C.H. Prática:	C.H. EaD:	C.H. Extensão:	C.H. Prática como componente curricular – PCC ¹ (apenas para cursos de licenciatura):
1.8. Pré-requisitos: ED0186 – Gestão de Operações II					
1.9. Co-requisitos: não há					
1.10. Equivalências: não há					
1.11. Professores: Mônica Cavalcanti Sá de Abreu					
2. Justificativa					
<p>The twenty-first century is replete with uncertainty and complexity: game-changing events and trends are transforming the world beyond recognition. For the first time in human history more people live in cities than in the countryside and greater numbers suffer from obesity than from hunger. Emerging economies now represent half of the global economy and during the next few decades India will be the biggest country in terms of population, China the largest in output and the United States the richest among the major economies on a per capita income basis. Food and water shortages will likely become humankind's most important challenge. In this course, we deploy the tools of economics, sociology and political science to provide an analytical perspective on both the problems and opportunities facing business in the modern world.</p>					

3. Ementa	
Globalization, Climate Change, Immigration, Emerging Markets, Economic Crisis, Demographic Crisis, Immigration Crisis, Democratic Crisis, Technological Innovation, Social Crisis, Female Emancipation, Labor Market, Sustainable Development, Complexity.	
4. Objetivos – Geral e Específicos	
<ul style="list-style-type: none"> - Discuss models, dimensions, instrumental bases and indicators that address the current issues facing companies and society. - Verify the criteria that define the main social, environmental, economic, financial and technological changes. - Show the complexity of the interrelationships between various functional areas of the company in relation to decision making. 	
5. Descrição do Conteúdo/Unidades	Carga Horária
<p>1. INTRODUCTION Globalization is a process of change that tends to increase exchange, awareness, and interconnectivity in the world. This session outlines the key debates about globalization and advances the main topics to be covered in the class.</p> <p>2. THE NEW DEMOGRAPHY: FERTILITY, LIFE EXPECTANCY AND POPULATION AGING Fertility (children per woman) has been on the decline for decades in most regions around the world. Meanwhile, life expectancy continues to increase.</p> <p>3. INTERNATIONAL MIGRATION AND REFUGEES International migration has spiked over the last twenty years, sparking heated debates. This session deals with the controversies over the volume and consequences of international migration. Different theories of migration and assimilation are discussed. The increasing numbers of refugees are also analyzed.</p>	8h
<p>4. FROM DICTATORSHIP TO DEMOCRACY AND FAILED STATES Most countries in the world have adopted the democratic system of government, but in practice not all of them have political freedoms and a working democracy. At the same time, many countries around the world suffer from state failure. This session covers the global trends, and the implications for political violence.</p> <p>5. THE IMPACT OF NEW TECHNOLOGIES ON POLITICS New technologies have taken the world of politics by storm. This session focuses on how new technologies are changing the political landscape, from the 2004 general election in Spain, to Obama's election in 2008, the Arab Spring, and the rise of Trump to power.</p> <p>6. A GLOBAL ECONOMY OUT OF BALANCE: THE ROAD TO THE CRISIS The global economy used to be dominated by Europe and the U.S., but emerging markets have come to represent more than half of the total. In this day of class, the powerpoints walk the students through the changing economic and financial landscape that created the conditions for the 2008 crisis.</p>	8h
<p>7. THE GLOBAL SPREAD OF THE CRISIS The global economy is beset by ever-growing imbalances between surplus and deficit countries, and between capital-rich and capital-poor economies. This session covers the main mechanisms of ignition and diffusion of the crisis, showing the growing interconnections in the world. Instructors teaching students with little background in macroeconomics may want to allocate an extra day of class to explain the basics.</p>	8h

<p>8. THE CRISIS IN EUROPE Europe is suffering from a prolonged economic and financial crisis. This session is devoted to the background, unfolding, and consequences of the crisis of the single currency (euro) since 2009. Political and cultural, as well as economic aspects are taken into consideration.</p> <p>9. THE RISE OF THE EMERGING-MARKET MULTINATIONALS: A NEW TYPE OF COMPANY? The most striking manifestation of the rise of the emerging markets is the international expansion of their companies. What makes this phenomenon especially interesting is that these companies tend to be state-owned or family-controlled</p>	
<p>10. CASE STUDY: CHINESE INVESTMENTS IN AFRICA This class is dedicated to the recent wave of Chinese investments in Africa, drawing the attention to the political and social implications. The readings provide information on the case of Angola.</p> <p>11. A DISPARATE WORLD: INEQUALITY AND POVERTY Intriguingly, poverty is on the decline but inequality on the increase. This session deals with changing patterns in income and wealth inequality in the world, noting the complexity of the changes.</p> <p>12. WOMEN'S NEW STATUS IN THE GLOBAL ECONOMY Women have never been more active in the labor market. This session focuses on the changing economic role of women in the global economy, noting their notable contributions both in and outside the household.</p>	8h
<p>13. THE RISE OF THE GLOBAL MIDDLE CLASS The middle class is the backbone of modern societies and economies. This session focuses on the expansion of the middle class around the world and its political and economic consequences, noting that it is growing most quickly in the emerging economies while stagnating in Europe and the United States.</p> <p>14. THE HIGH-NET-WORTH ELITE Global economic dynamics have tended to privilege those with certain skills, assets or connections. This session deals with the rising concentration of income and wealth at the top, noting the political and economic implications.</p> <p>15. THE TRANSFORMATIVE POWER OF TECHNOLOGY This session deals with the new wave of technological innovation that started in the late 20th century, including mobile telecommunications, 3D printing, self-driving vehicles, the sharing economy, virtual reality, nanotechnologies, and the Internet of Things, among others.</p>	8h
<p>16. NEW TECHNOLOGIES AND THE LABOR MARKET. Technological change is having pervasive effects on the labor market, making jobs disappear and creating new categories of jobs. Research indicates that technology accounts for more job losses than free trade.</p> <p>17. INSTITUTIONS AND DEVELOPMENT Political, legal and cultural institutions are essential to the functioning of the global economy. This session discusses the evolution of institutions and their quality around the world.</p> <p>18. INSTITUTIONS AND ENTREPRENEURSHIP Entrepreneurship delivers better economic performance over the long run. This session discusses variations in entrepreneurial activity around the world, and what produces them.</p>	8h
<p>19. THE QUEST FOR SUSTAINABILITY</p>	8h

<p>Sustainability has transformed the debate about economic growth, energy use, and lifestyle. This session focuses on the main arguments about sustainability, and the main tools available to make it more of a reality in the world.</p> <p>20. A CASE STUDY IN SUSTAINABILITY: SUGARCANE ETHANOL IN BRAZIL The search for green and renewable energy sources has yielded many interesting experiments. One of the most ambitious is Brazil's program to replace fossil fuels with sugarcane ethanol.</p> <p>21. THE TRIALS AND TRIBULATIONS OF THE FINANCIAL SYSTEM The financial system is an essential component of the economy. The crisis of 2008 and the implications of demographic, political, and social change have rendered current practices in financial services obsolete. This session discusses how technology, demography, and politics are changing the landscape for financial services around the world.</p>	
<p>22. THE GLOBAL POWERS OF THE TWENTY-FIRST CENTURY The twenty-first century will witness major shifts in the global balance of geopolitical power. Different theories and perspectives offer contrasting predictions about the future.</p> <p>23. THE FUTURE OF GLOBAL CURRENCIES The global economy cannot operate without at least one international currency that underpins trade, investment, and the accumulation of reserves. This session deals with the problems and opportunities embedded in the current global currency turmoil.</p> <p>24. CONCLUSION: COPING WITH UNCERTAINTY AND COMPLEXITY The world is witnessing large-scale transformations. Uncertainty and complexity have become rampant characteristics of the global system. This session explores the web of interconnected phenomena that produce both stability and change in the world, and the potential for systemic disruption.</p>	8h
7. Atividades Discentes	
Individual Activities, Team Activities, Seminars and Discussion Groups.	
8. Avaliação	
Partial Evaluations. Student seminars.	
9. Bibliografia	
<p>BÁSICA</p> <p>GUILLÉN, M. F.; ONTIVEROS, E. Global Turning Points: Understanding the Challenges for Business and Society in the 21st Century. 2nd ed. Cambridge: Cambridge University Press, 2016.</p> <p>BREMMER, I.; ROUBINI, N. A G-Zero World. Foreign Affairs, v. 90, n. 2, p. 2-7, 2011.</p> <p>EICHENGREEN, B. Number One Country, Number one Currency? World Economy, v. 36, n. 4, p. 363-374, 2013.</p> <p>EICHENGREEN, B. The Dollar Dilemma. Foreign Affairs, v. 88, n. 5, p. 53-69, 2009.</p> <p>FERGUSON, N. Complexity and Collapse. Foreign Affairs, v. 89, n. 2, p. 18-32, 2010.</p> <p>GOLDEMBERG, J.; COELHO, S. T.; GUARDABASSI, P. The sustainability of ethanol production from sugarcane. Energy Policy, v. 36, p. 2086-2097, 2008.</p> <p>GOLDSTONE, J. A. A Theory of Political Demography. In J. A. GOLDSTONE, E. P. KAUFMANN e M. D. TOFT (Eds.). Political Demography: How Population Changes Are Reshaping International Security and National Politics. Boulder, CO: Paradigm Publishers, pp. 10–28, 2012.</p> <p>GUILLÉN, M. F. Is Globalization Civilizing, Destructive or Feeble? A Critique of Five Key Debates in the Social-Science Literature. Annual Review of Sociology, v. 27, p. 235-26, 2001.</p> <p>HUNTINGTON, S. P. The Clash of Civilizations? Foreign Affairs, v. 72, n. 3, p. 22-49, 1993.</p>	

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COMPLEMENTAR

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10. Parecer

Aprovação do Colegiado do Departamento

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Assinatura da Chefia do Departamento

Aprovação do Colegiado de Coordenação do Curso

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Assinatura do Coordenador