

Course Outline 2016
INTBUS 305: Governing International Business (15 POINTS)
Semester 2 (1165)

Course Prescription

Examines the interactions between governing actors and international businesses. Considers the international firm as a political strategist and competitor.

Programme and Course Advice

Prerequisites: BUSINESS 200 or INTBUS 201 or 210 or 211

Restrictions: INTBUS 304

Goals of the Course

INTBUS 305 considers the internationalized firm in a global political context. It asks what role the MNE plays in international relations. It considers the international legal framework within which MNEs function and looks at the antagonistic and cooperative relationships MNEs forge with host nations. It asks how the multinational enterprise manages its exposure to multiple sovereign states. The course also examines why, when, and how MNEs intervene in the political sphere in order to secure advantages over their rivals in the marketplace.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Discriminate between competing political conceptualisations of the MNE;
2. appreciate how and why non-market actors in the seek to shape the conduct of international businesses;
3. examine how MNEs manage their relationships with governments;
4. propose appropriate strategic responses to threats and opportunities arising in a firm's political task environment

Content Outline

Part 1. Let there be FDI – Why States Tolerate the Existence of MNEs

1. Realism and MNEs
2. Liberalism and MNEs
3. Globalism and MNEs

Part 2. The Global Regime

4. The Elephant not in the Room – the absence of a Multilateral FDI Regime
5. The World Wide Web of Bilateral Investment Treaties
6. The Intellectual Property Imperative – Making the World Safe for MNEs

Part 3. Political Strategy

7. The Obsolescing Bargain
8. Why MNEs Resort to Political Strategy
9. What Comes of Political Strategy?
10. Wrap-up and Review.

Learning and Teaching

The course is taught in three hours of lectures per week and will involve discussion and application of theory to contemporary world events.

Teaching Staff

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Office Hours: Wednesday 11-12 or by appointment.

Learning Resources

Readings will be distributed electronically from the commencement of the course.

Assessment

Essay (Selected from three alternative topics)	23% 1)	19 Aug (Part 1)
		2) 23 Sept (Part 2)
		3) 14 Oct (Part 3)
Term Tests x 2 (45 mins)	16%	10 Aug
	16%	14 Sept
Final Exam (120 mins)	45%	TBA

Learning Outcome	Essay 1	Essay 2	Essay 3	Test 1	Test 2	Final Exam
1	x			x		x
2	x	x		x	x	x
3		x	x		x	x
4			x			x