



## **Course Outline 2017**

### **BUSMGT 741: INTERNATIONAL BUSINESS ENVIRONMENT (15 POINTS)**

**Quarter 2 (1174)**

---

#### **Course Prescription**

Provides an understanding of macro-environment issues that businesses operating internationally face. Develops students' analytical thinking and decision making skills with the use of analytical tools and case studies.

#### **Programme and Course Advice**

*Prerequisite: 60 points from BUSMGT 711-714 with at least a B- average*

*Restriction: INTBUS 723*

#### **Goals of the Course**

The focus of the course is on developing students' awareness of, and responsiveness to, environmental actors and forces that define what is possible and necessary in international business.

#### **Learning Outcomes**

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

1. analyse the environmental complexity confronted by firms engaged in international business;
2. critically assess arguments made about the causes, consequences and nature of globalisation in firms and markets;
3. recognise and formulate responses to opportunities created, and risks posed, by non-market organisations in the international operating environment
4. identify strategies to minimise business risk resulting from distances between national and organisational cultures.

## Content Outline

Week 1	The Multinational Enterprise
Week 2	Globalisation and the Business Environment
Week 3	National Economies in the Global Environment
Week 4	International Trade and Global Competition
Week 5	Cultural and Social Environments
Week 6	The Political Environment
Week 7	The Legal Environment
Week 8	Ecology and Climate Change
Week 9	Review for Final Class Test
Week 10	Final test

## Learning and Teaching

The course comprises about five and a half contact hours and around ten more independent study hours per week. The contact hours include a 1.5-hour plenary lecture covering theory and concepts in assigned readings; a 2-hour tutorial session to review concepts and assignments in a smaller group; and a 2-hour group learning session to apply concepts to cases in group exercises, debates and presentations. Guest speakers may be involved in delivering exemplary material on theory and cases. Students are expected to take an active role in the class discussions, and thus should plan on being thoroughly prepared for class.

## Teaching Staff

### Course Coordinator

Dr Brent Burmester  
Room 4122, Level 4, Owen G. Glenn Building  
Tel: 373 7599 ext 84559  
Email: b.burmester@auckland.ac.nz  
Office hours: TBA

### Tutor

Ziad Elsahn  
Email: z.elsahn@auckland.ac.nz

## Learning Resources

The required textbook for the course is:

Morrison, J. (2016). *The Global Business Environment*, 4<sup>th</sup> ed. New York: Palgrave.

Additional course readings and other materials may be found on the BUSMGT 741 Course Page which can be accessed via Canvas.

## Assessment

Assessment consists of four elements that work together towards the course learning outcomes. Quizzes present you with an opportunity to attain basic comprehension. Group

exercises engage learning content in more depth with feedback so that you can make improvements. The in-class test gauges your ability to communicate your newly acquired knowledge in writing. The assignment engages your interest to learn about critical themes in international business. The final class test covers all topics addressed in the plenary lectures, class discussions and readings.

### **Weekly online quizzes (8%)**

Eight quizzes cover the weekly assigned textbook chapters ( $2\% \times 8 = 16\%$ ). Quizzes are completed through Canvas. An unmarked trial quiz will be provided in the tutorial session in the first week to show you how to do the quizzes using Canvas.

### **Mid-term Test (20%)**

Forty minute in-class test, comprised of short answer questions. Covers materials in the first five weeks of the quarter.

### **TBL Group Presentation (8%)**

A group presentation in Week 8, receiving a grade of 8%. This is the last of a series of group exercises completed in the 2-hour TBL sessions on Fridays (1-3pm). Only the last of these is awarded a grade, once students have experience with the format. In these sessions students research and prepare a short presentation for the class, based on the week's theme. The topics usually involve scrutiny of contemporary issues.

### **Individual Assignment (24%)**

An individual assignment, due in Week 7, will enable you to demonstrate your understanding of concepts in the international business environment. Business Communication Team Seminars will address essay structure and writing style. Librarians can assist in locating sources. Further guidance will be given in class.

### **Final Test (40%)**

Learning outcomes are assessed in a final test that covers all topics addressed in the plenary lectures, class discussions and readings. A timed mock test is held in the Week 9 TBL to help students prepare for the final secured test.

<i>Learning Outcome</i>	<i>Quizzes</i>	<i>Group Presentation</i>	<i>In-class test</i>	<i>Assignment</i>	<i>Final Test</i>
1	x				
2			x	x	
3		x	x	x	x
4		x		x	x

***End of Course Outline – Syllabus Continues on next page***

Week	Topics and Compulsory Readings		Notes	Quiz Deadlines
1 27 March	Introduction to the Course; The Multinational Enterprise	Chapter 1		
2 3 April	Globalisation and the International System	Chapter 2		15 April 9am
3 10 April	Cultural and Social Environments	Chapter 3	No TBL session 14 April Good Friday	22 April 9am
4 17 April	The Economic Environment	Chapter 4	17 April Easter Monday Lecture in TBL	29 April 9am
5 24 April	The Political Environment	Chapter 5	Mid-term test	6 May 9am
6 1 May	The Legal Environment	Chapter 6		13 May 9am
7 8 May	International Trade and Protectionism	Chapter 7	Individual assignment due	20 May 9am
8 15 May	Ecology and Climate Change	Chapter 10	Marked TBL group presentation	26 May 9am
9 22 May	Ethics in an international context	Chapter 11	TBL covers past final questions	3 June 9am
10 29 May	Review		Final Test	

## **Inclusive Learning**

Students are urged to discuss privately any impairment related requirements face-to-face and/or in written form with the course director/lecturer and/or tutor.

## **Academic Integrity**

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting his or her learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the world-wide web. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

## **In the event of an unexpected disruption**

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions, the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In the event of a disruption, the University and your course coordinators will make every effort to provide you with up-to-date information via Canvas and the university website.