



The University of Auckland Business School

Course Outline 2017

INTBUS 151G

Business across Borders

An Introduction to the Multinational Corporation

Semester 2

Course Prescription

Business on a global scale presents unique challenges and unrivalled opportunities to companies equipped to cross national boundaries. Set against a background of current events, *Business across Borders* explores the influence of international trade and multinational corporations on the contemporary global economy.

Programme and Course Advice

No prerequisites required.

Goals of the Course

International Business 151G is an accessible introduction to multinational corporations (MNCs), businesses that define the contemporary global economy. MNCs distinguish themselves from other firms by taking control of production and marketing in multiple nation-states. They now undertake the majority of international trade and account for an increasingly large share of world economic output. MNCs are exposed to and exploit inter-state relations in order to acquire power in and beyond the market. The main purpose of the course is to better understand MNCs as we engage with them as customers, employees, shareholders, regulators, or citizens.

Learning Outcomes

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

1. define and describe the MNC and foreign direct investment (FDI);
2. clarify the role the MNCs play in the international economy;
3. summarise the political challenges posed by the MNC and FDI;
4. appreciate arguments for and against the MNC and FDI.

Content Outline

1. Defining FDI and the MNC.
2. Loving and hating MNCs
3. From nowhere to everywhere: the rise of the MNC
4. Varieties of MNC
5. Power up: How an MNC is made
6. Space invaders: The geography of FDI
7. MNCs and the developing world
8. MNCs and international trade
9. Out of control?
10. The case for FDI and the MNC
11. The case against FDI and the MNC
12. Catch-up and review.

Learning and Teaching

There are three elements to learning on this course, all of which are equally important. These are:

- lectures
- readings
- assessments

Teaching Staff

Course Coordinator:

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Learning Resources

The course is based on.

Cohen, S. 2006. *Multinational Corporations and Foreign Direct Investment: Avoiding Simplicity, Embracing Complexity*. Oxford: Oxford University Press.

Chapters and topics are linked in the lecture schedule attached.

By logging into the University network, you view an electronic copy of this book from the Library Search page. This is recommended rather than prescribed reading, as it is a useful resource where you want elaboration on themes addressed in the course.

Advice regarding additional readings or other learning resources via Cecil as required.

Assessment

Online MCQ tests x 8 40%

Final Exam 60%

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Online quizzes	FinalExam
1	X	X
2	X	X
3	X	X
4	X	X

Lecture Schedule and Reading

Week	Topic	Chapter(s)
-	Primer	1
1	Defining FDI and the MNC	2
2	Loving and hating MNCs	5
3	From nowhere to everywhere: the rise of the MNC	3
4	Varieties of MNC	4
5	Power up: How an MNC is made	6
6	Space invaders: The geography of FDI	7
7	MNCs and the developing world	8
8	MNCs and international trade	9
9	MNCs: out of control?	10, 11
10	The case for FDI and the MNC	12
11	The case against FDI and the MNC	13
12	Review	14