

Course Outline 2012
INTBUS 723: GLOBAL BUSINESS ENVIRONMENT
Quarter 3

Course Prescription

Provides an understanding of global political, economic, social, technological and ecological relations, associated international institutions, and their implications for international business. Analytical frameworks, case studies and research seminars are used in order to develop students' analytical thinking and decision-making skills.

Goals of the Course

INTBUS723 course is designed to develop an understanding of macro-environment issues relating to international businesses and the global economy with emphasis on non-business actors, institutions, and events.

Learning Outcomes

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

1. Outline the importance of globalization and its impact on international business.
2. Discuss the development of different international political economies.
3. Explain the impact of international institutions and organisations on international business.
4. Develop a broad understanding of international trade theory and trade policy instruments and implications for international business.
5. Understand the major drivers behind, and barriers to, foreign direct investment.
6. Evaluate and assess opportunities and threats arising in the international environment.

Content Outline

- What is Globalisation?
- Multinational Corporations
- Globalisation and Governance
- Global Value Chains
- FDI and Regulation
- Globalisation and Labour
- Corporate Social Responsibility

Learning and Teaching

The course will comprise three contact hours and seven or more independent study hours per week. The three contact hours per week will consist of lectures, exercises, guest speakers and opportunities to explore issues emerging from readings and case study analysis. The seven or more independent hours per week are expected to consist of reading and preparing for lectures, case studies and exercises, further reading and group work. Classes are designed to be interactive and student participation is expected. *Additional material may also be provided in lectures.*

Teaching Staff

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Learning Resources

The readings will be available through Cecil and/or on the library course page <http://coursepages.library.auckland.ac.nz/intbus/723/>

Links are provided to the relevant website content for you to follow for yourself.

In addition, the following text will be beneficial for back-ground reading on subject matter: Hill, Charles W. (2008) 7th ed. *International Business: Competing in the Global Marketplace*. Chicago: Irwin.

Additional readings and case studies may be provided to supplement the reading list.

Assessment	Percentage	Due Date
Participation	15%	Throughout the course
Group Project	15%	31 July 2012
Written Assignment	30%	28 August 2012
Position Debate	10%	28 August 2012
Final Test	30%	4 September 2012

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

Learning Outcomes	Group Project	Written Paper and Presentation	Final Test
1	X	X	X
2	X	X	X
3		X	X
4		X	X
5		X	X
6	X	X	X