

Course Outline 2012
INTBUS 721: GLOBAL BUSINESS OPERATIONS (15 POINTS)

Quarter 3

Course Prescription

Focuses on key issues in the operation of businesses across national boundaries. The course provides a strong theoretical base, sound analytical skills and practical case studies.

Programme and Course Advice

Restriction: INTBUS 751

Goals of the Course

The principal objective of the course is to integrate and evaluate theoretical contributions in the literature in international business contexts at the firm and industry level. Course participants will be challenged to analyse a variety of global industries from multiple perspectives. Based on those analyses, course participants will then formulate strategic courses of action and evaluate their own proposals as well as assess the actions and strategies of others.

Learning Outcomes

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

1. understand the global business context and key drivers of change in the international competitive landscape;
2. formulate strategic courses of action and evaluate implementation for a firm competing internationally;
3. discuss the advantages and disadvantages of pairing key international strategies with common organisational structures in an international business;
4. describe the strengths and weaknesses attached to the major modes of entry into international markets;
5. describe and distinguish accounting systems and financial management in international business;
6. outline the importance of manufacturing and materials management, marketing, R&D, and human resource management in the context of operating internationally.

Content Outline

Week 01	Introduction to the course
Week 02	Strategy and structure of international business
Week 03	Modes of entry and strategic alliances
Week 04	Exporting, importing and countertrade
Week 05	Global production, outsourcing and logistics
Week 06	Global marketing and R&D
Week 07	Global human resource management
Week 08	Global accounting and finance
Week 09	Presentation of BSG simulation
Week 10	Final exam

Learning and Teaching

The course will comprise three contact hours and approximately six independent study hours per week. The three contact hours per week consists of lectures, interactive discussions and topics emerging from the readings and case study analysis, and student presentations. The independent study hours per week are expected to consist of reading and preparing for lectures, case studies and group work. It is imperative for course participants to read the assigned case studies prior to class. 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

There is a web-based library course page accessible through CECIL. This course page contains required readings and assigned case studies.

In addition, the following text will be beneficial for background reading on subject matter:

Dowling, P.J., Liesch P., Gray, S.J. & Hill, C.W.L. (2009) *International Business: Asia-Pacific Edition*. Sydney: McGraw-Hill.

Copies of this textbook are also available on loan at the university library.

Assessment

International business simulation The Business Strategy Game (BSG) Presentation date: 27/08/2012	20% (8% company performance, 1.5% individual quizzes online, 0.5% peer and self-evaluation, 10% presentation)
(Individual) Country-based Business Project Deadline: Beginning of class 20/08/2012	25% (3000 words)
Participation	15%
Final Test 3/09/2012 (in-class)	40%

Learning Outcome	International Business Simulation	Country-based Project	Final Exam
1	x	x	x
2	x	x	x
3	x	x	x
4	x	x	x
5	x	x	x
6	x	x	x