



**BUSINESS SCHOOL**

**Course Outline 2017**  
**INTBUS306: GLOBAL AND REGIONAL BUSINESS**  
**(15 POINTS)**

**Semester 1 (1173)**

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**Course Prescription**

Focuses on the conduct of business in the world's regions. Examines globalisation, regionalisation and market integration and their impact on firms.

**Programme and Course Advice**

Prerequisites: BUSINESS 200 OR INTBUS 201 OR INTBUS 210 OR INTBUS 211

Restrictions: INTBUS 310, INTBUS 311, INTBUS 312, INTBUS 313

**Goals of the Course**

This course aims to deepen students' understanding of the impact of regional integration and trade agreements on the strategic positioning of business enterprises. It also asks students to think critically about the optimal geographic scope of a company's operations. Students gain familiarity with the business environment and forces shaping it in the world's major regions such as the Asia-Pacific and the Americas. Examples of corporate success from the regions are analysed, with a focus on leading global enterprises originating from the regions and New Zealand companies becoming successful in one or more of the regions.

**Learning Outcomes**

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

1. Demonstrate, at an advanced level, an understanding of the political, economic and cultural factors which have shaped the business environment of the world's major regions;
2. Appreciate the influence of globalisation on different regions;
3. Identify opportunities and challenges of engaging in business in the different regions;
4. Prepare a business strategy for market entry into an international market;
5. Show practical knowledge of a market in a region based on their research.

**Content Outline**

1. Module 1: Theoretical Frameworks
2. Module 2: Asia Pacific
3. Module 3: The Americas
4. Module 4: Engaging in International Business

**Learning and Teaching**

Teaching methods used in this course include lectures, guest speakers, class discussions, case analyses and videos. Students are required to attend lectures, having read and/or prepared the assigned materials. They are expected to participate actively in the class

discussions and activities. Students need to keep aware of changing business environment around the world and are encouraged to follow current international business news and events. The examination will encompass course materials in addition to lecture notes.

## Teaching Staff

Dr Christina Stringer

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## Learning Resources

There is no prescribed textbook for this course. Readings are available through Canvas. Students are required to complete the prescribed readings before each lecture and be fully prepared to contribute to an in-depth discussion in the class. Additional readings may be provided throughout the semester whenever necessary.

## Assessment

Business Plan (Group Project)	30%
Individual Readiness Tests (4)	20%
Case Analysis	10%
Final Exam	40%
	100%

Further details on these assessments will be provided on Canvas and during lecture.

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

Learning Outcome	Assignment	Tests	Final Exam
1	X	X	X
2	X	X	X
3	X		X
4	x		X

## Inclusive Learning

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

## Student Feedback

Students will be asked to complete evaluations (course and lecturer) at the end of the course.