

Course Outline
2013
BUSINESS 200: Understanding Business Context
(15 POINTS)
Semester 1

Course Prescription

Equips students with an appreciation of the forces and actors at work beyond the market. In order to compete in the marketplace firms need to understand their nonmarket context - culture, law, regulations, politics and the physical environment - which all affect business opportunities and strategies. In turn, businesses can influence their environment, both through deliberate nonmarket strategies and as a result of their core operations.

Programme and Course Advice

Prerequisite: BUSINESS 102 or MGMT 101

Restriction: MGMT 231, INTBUS 210

Goals of the Course

Contemporary dynamics at the interface of business and society are the focus of this course. The course considers some of the most pressing issues facing business in society and is designed to encourage inquiry and advance critical reflection of the transforming nature of business and its environments.

Business actors compete in the marketplace within specific political, legal, cultural, social and environmental contexts that vary from place to place and over time. The context in which businesses operate affects business strategies, opportunities and sustainability. In turn, business players, both individually and collectively, have the potential to alter their nonmarket environment in both positive and negative ways. In this course, we examine the ways in which business is influenced by, and in turn influences, its nonmarket environment. The course asks students to evaluate a variety of contending perspectives and develop their capacity to apply different theoretical lenses to issues of contemporary debate.

Learning Outcomes

1. Understand the range of contextual factors that affect business.
2. Appreciate cross-national differences in business context as well as changes in context that have occurred over time.
3. Demonstrate a critical understanding of contending arguments about the relationships among business, politics, economic development, society and the physical environment.
4. Apply different ideas about business and its nonmarket environment to specific contemporary situations.

Content Outline

There are a number of themes central to the course. They include:

- (i) Market and non-market environments
- (ii) the nature of globalisation and transformation in society
- (iii) Ethical issues, systems and sustainability

Learning Resources

Recommended Text: Baron, D.P. (2012). Business and its Environment, 7th Edition, Prentice-Hall, USA

Other resources may be made available throughout the course.

Learning and Teaching

This course is built around four elements which involve active learning:

- 1.Course materials which will include extracts and cases from the recommended text, scholarly analyses, various media including contemporary news, film, documentaries and opinion pieces.
- 2.Participatory lectures: the lecturer will introduce material related to different topics and facilitate in-class activities such as debates.
- 3.Small group discussion sessions: student-centred discussion of key questions.
- 4.Assessment tasks: a range of assessment tasks designed to check understanding and provide students the opportunity to develop their own research and critical thinking skills.

Assessment

Team assignment (20%)
Essay (30%)
Exam (50%)

Learning Outcomes

Oral presentation and participation 20%
Written assignment 30%
Final exam 50%

Learning Outcome	MCQs	Presentation & participation	Written assignment	Final exam
1	X			X
2	X	X		X
3		X	X	X
4		X	X	X

Seminar Sessions: TBA
Location: TBA

Teaching Staff

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Important Notices about the Assessment Tasks

Details about each component of the assessment will be posted on Cecil and announced in lectures. **Listen to announcements in class and make sure you check the instructions online so that you are clear about what is required, when, and how to hand it in.** Ask the lecturer if you are not sure.

All work must be completed on time and handed in according to the instructions. Late submissions will incur a penalty. Extensions are given only in very exceptional cases such as significant illness, accompanied by a doctor's certificate. Back up your work frequently, as computer failure is not grounds for an extension.

PLAGIARISM is a serious academic offence. If you are found to have plagiarized in your written work you will be subject to disciplinary action according to the University of Auckland statutes.

Plagiarism is using someone else's ideas, argument or words without proper acknowledgement. Take care when you are quoting from source material – if you are **using the same words as the source, these must be in quotation marks and the source referenced.** If you are paraphrasing or borrowing the idea, then you need to indicate the source using a recognized referencing system.

For resources on plagiarism and how to prevent it, see the University's guidelines on academic honesty and plagiarism, at <http://www.auckland.ac.nz/uoahome/about/teaching-learning/honesty> . This link also has information on Turnitin, which we will be using in this course.