

COMM1150 Global Business Environments

Introduction & Sustainability Lens

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If you are online:

- Please switch your microphone to mute to avoid disruption to the class
- Use the chat channel to ask questions or make a comment, or raise your 'virtual' hand
- If you have poor internet, turn off your video
- Wait for your lecturer to start



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Acknowledgement of Country

"I would like to acknowledge the Bidjigal people of the Eora nation who are the Traditional Custodians of the Land on which this lecture is taking place and pay my respects to the Elders past and present".

This week's agenda:

- Introducing COMM1150
- Global Business Environment and Complexity
 - Heterogeneity
 - Levels
 - Lenses
 - Change
- Framing Issues and Problems using Lenses and Levels
- A brief introduction of the Sustainability Lens



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This week's learning outcomes:

Learning outcomes:

- Introduce global business environments as multi-dimensional, layered, heterogeneous, and dynamic
- Introduce the ideas of “levels” and “lenses”
- Appreciate the complexity of global business environments
- Discuss the challenges and opportunities arising from global business environments
- Introduce Sustainability; Social and Environmental



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About the course

- Course coordinator: Dr. Heather Crawford
- Lecturers:
 - Dr. Suleika Bort
 - Dr. Scott French
 - Dr. Sarah White
- Associate Course Coordinator:
 - Dr. Hannah Ngo
- Please direct questions and queries to comm1150@unsw.edu.au or the Moodle forums.
- If you have a concern, please let us know at the EARLIEST moment possible so that we can address it and improve your experience in the course.



Why study COMM1150 Global Business Environments?



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First Year BCom

Theme

1 Business Management

- > Financial Management
- > Organisational Resources
- > Value Creation
- > Data, Insights and Decisions



Looking at what goes on inside an individual organisation

Theme

2 Business Ecosystem

- > Business Decision Making
- > Global Business Environments



Considering the broader environment in which an organisation operates

Theme

3 Skills and Capabilities

- > Evidence-based Problem Solving
- > Collaboration and Innovation in Business



Equipping you with a suite of skills and capabilities



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Introducing COMM1150 and connecting to COMM1100

How do we make sense of the world and make decisions?

COMM1100 is about decision making within an organisation

COMM1150 is about the **context** for that decision-making

- Context or environments are dynamic, heterogenous, and multi-layered

In this course, we aim to build strengths in

- Analytical approaches to addressing complex, dynamic problems and issues
- Enquiry-based and activity-led learning

DAROO

Fresh premium kangaroo steaks

Retail in luxury food stores

-Sydney/Melbourne

In COMM1100 you learned how to manage the decisions within the organisation for this venture.

What **external** factors do they now need to consider?

What questions do they need to answer?



DAROO

Fresh premium kangaroo steaks

Retail in luxury food stores

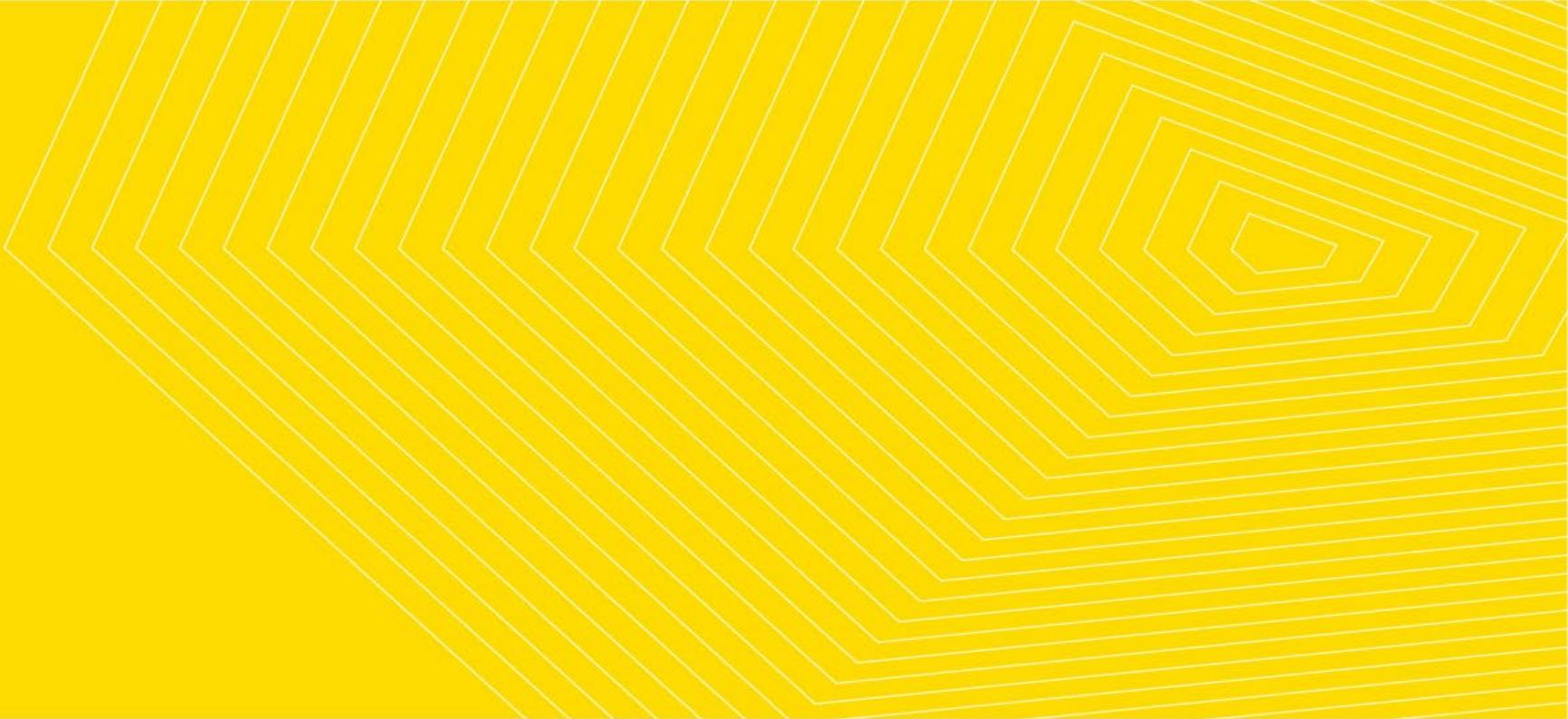
-Beijing/Tianjin



What **external** factors do they now need to consider?

What questions do they need to answer?



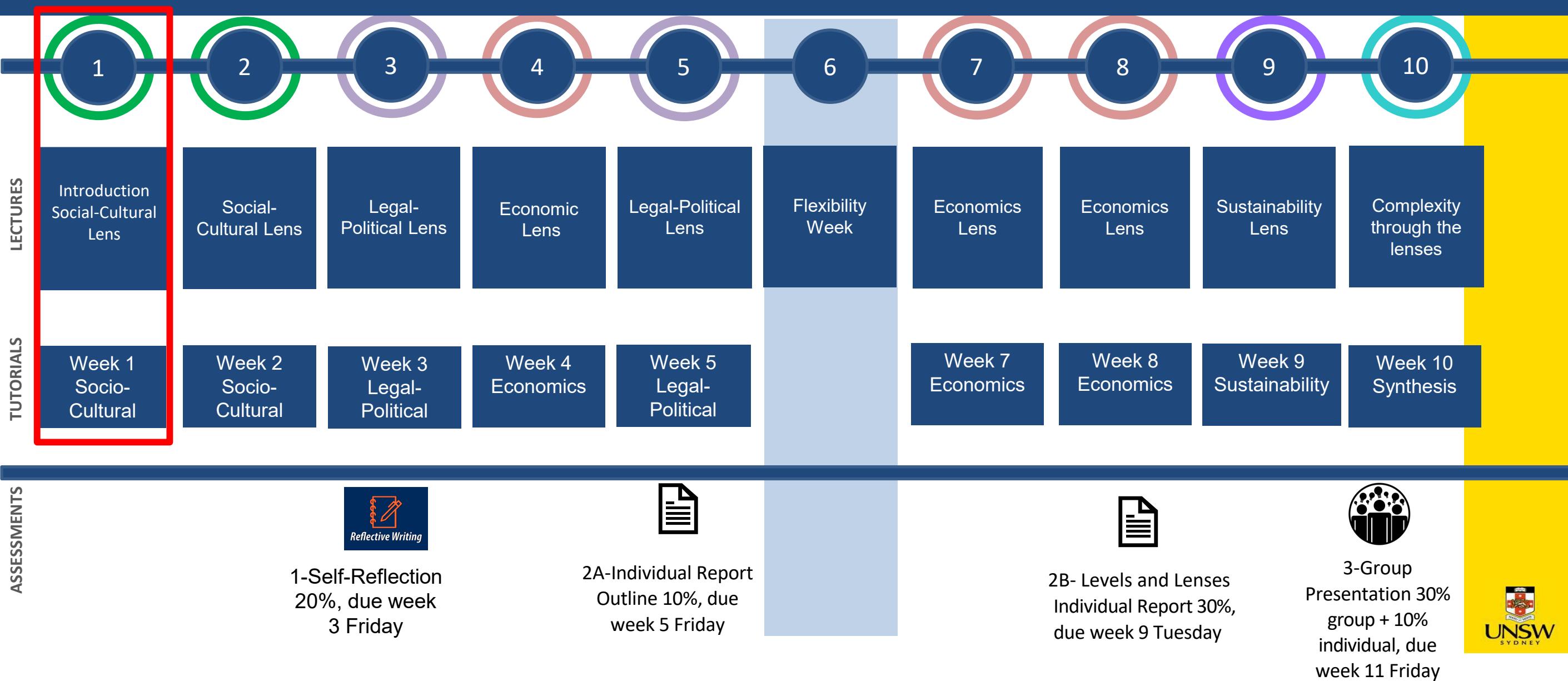


What is the Global Business Environment?



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COMM1150 Global Business Environments



Please see COMM1150 Assessment Guide for details including exact deadlines

What is “Global Business Environments” in COMM1150?

Consists of 4 lenses:

- Sociocultural lens
- Political/legal lens
- Economic lens
- Sustainability lens

- Global business environments are complex and dynamic.
- This course is NOT about international business

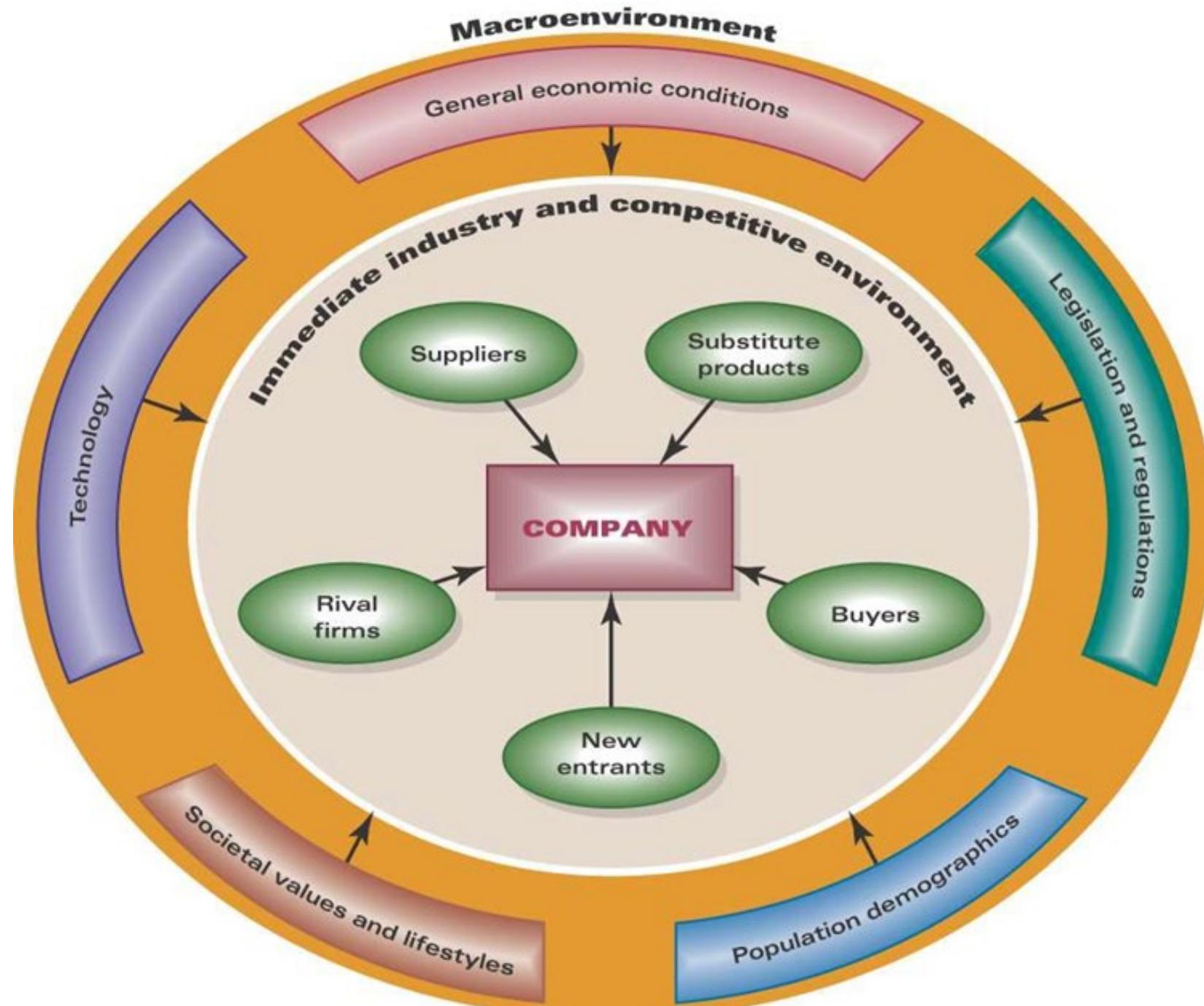
Consists of different levels:

- World
- National
- State
- Cities

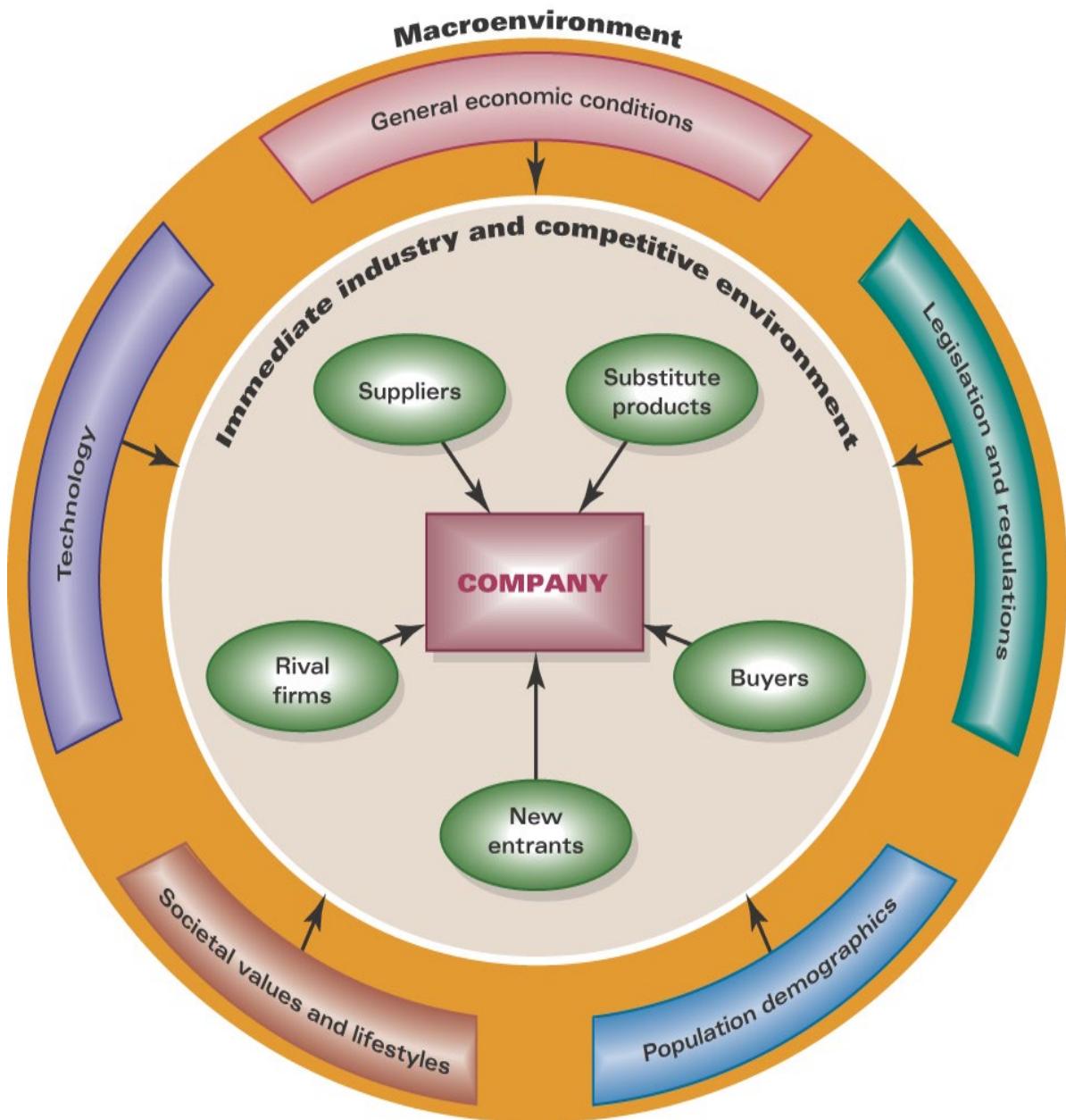
Why do we learn “global business environments” in BCom?

- Global business environments are complex and dynamic.
- Companies and organisations need to identify opportunities and threats in the complex and always-changing business environments.
- Companies and organisations need to understand the changing factors in the environment that could impact their business operations
 - Example: Covid pandemic changes from 2020 till now. Businesses need to monitor the Covid situation to decide on staff hiring, supply purchase, sales forecast, etc.

Macroenvironment of a company

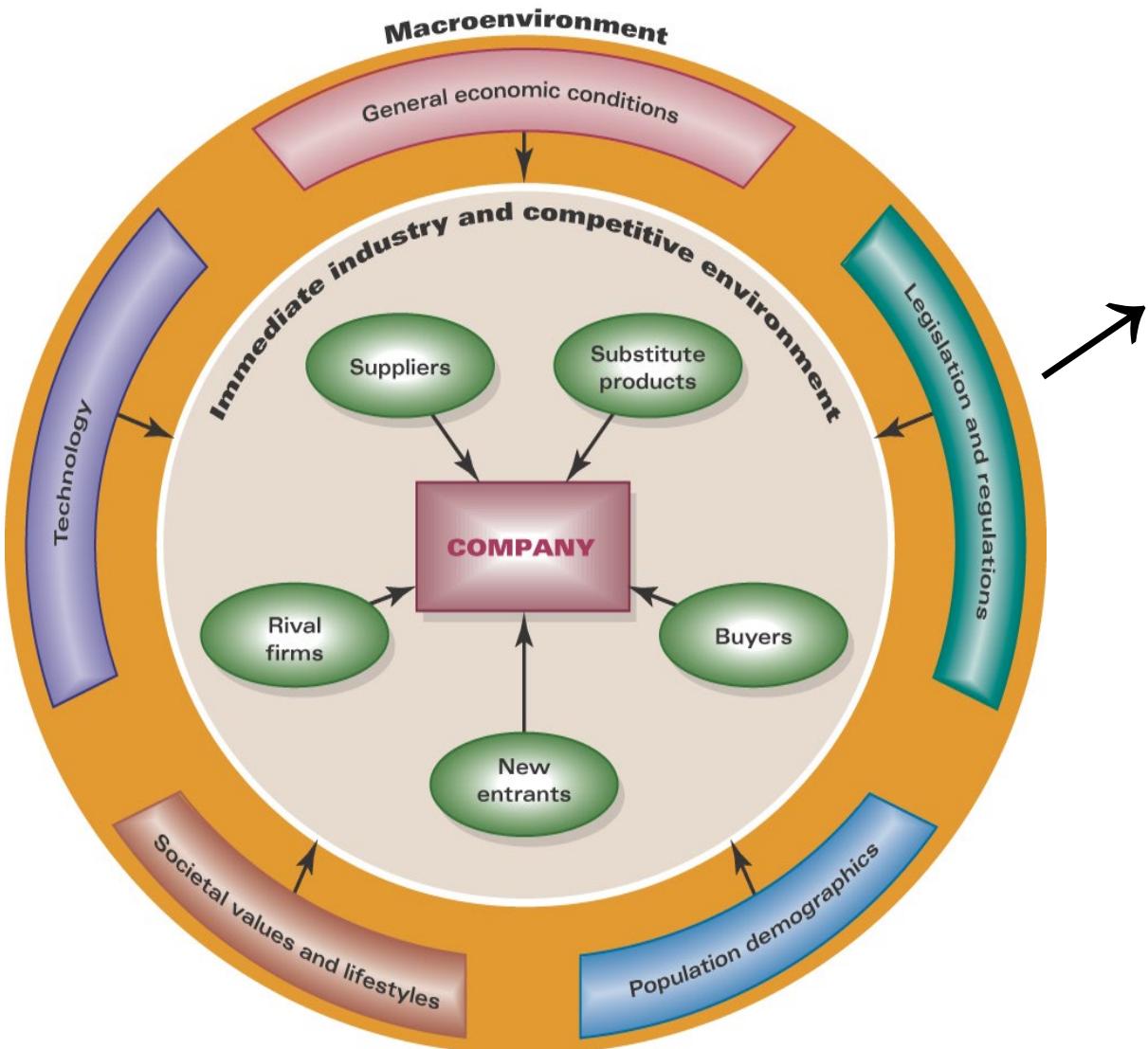


Business Environment



What are the clues indicating that the organisation is embedded in an environment that is “bigger” than the national environment?

Global Business Environments: Levels



International / Global environment

National environment

The World

Regional blocs
(e.g., EU, ASEAN)

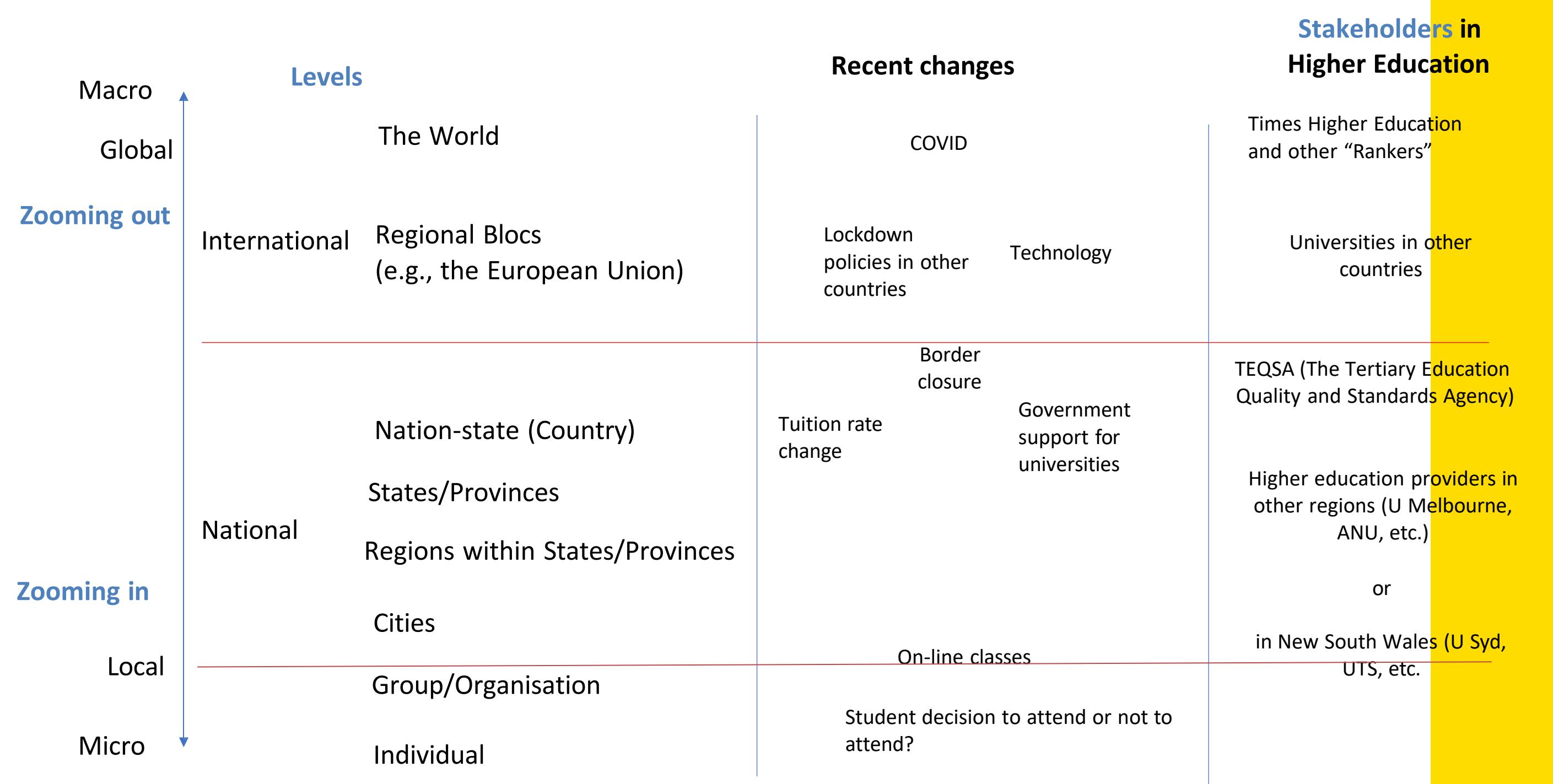
Nation-state
(country)

State/Province

Regions within
States/Provinces

Cities

...



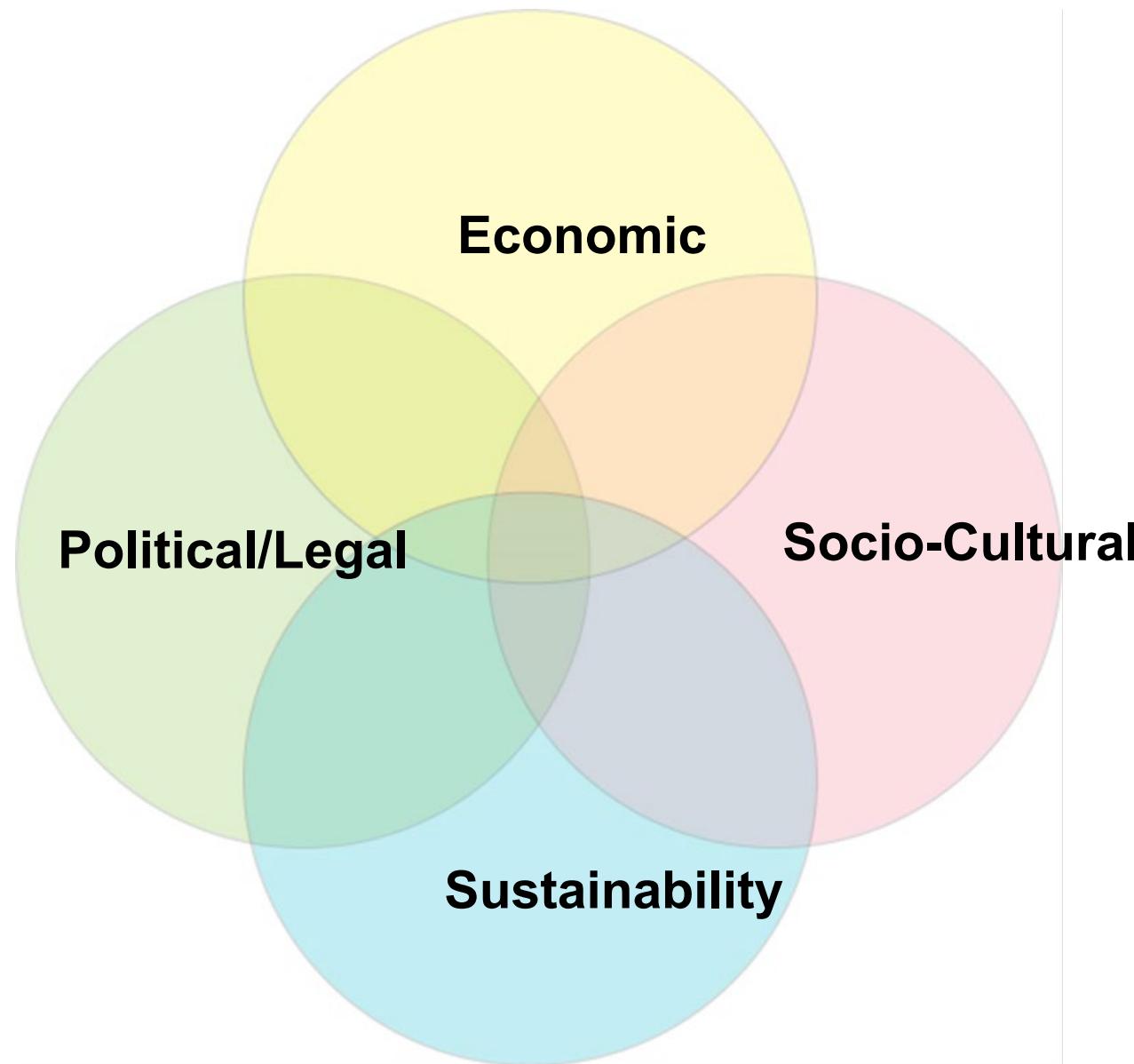
Macro on a global scale vs micro on a local scale

What makes an organisation's business environment complex?

- 1. Levels:** Environments are layered and are embedded in larger environments from local, national, and to global
- 2. Heterogeneity:** There are many dimensions of macro-environments and related stakeholders
- 3. Change Dynamic:** These different environments at different levels experience change and dynamic interaction

Lenses: Different dimensions of the environment require specific tools and concepts to analyse and understand

The Environment of Business - A Kaleidoscope



Global Business Environment: Opportunities and Threats



Tech Companies Slowly Shift Production Away From China

Worried about geopolitical tensions and stung by pandemic shutdowns, Google, Apple and others are moving some work to nearby countries.

SDGs relate to
Assessment 3

8 DECENT WORK AND
ECONOMIC GROWTH



[Tech Companies Slowly Shift Production Away From China](#)



Opportunities and Threats within the Global Business Environment

Squid Game is Netflix's biggest debut hit, reaching 111m viewers worldwide

Dystopian drama tops streaming service's charts in more than 80 countries, bumping aside Regency-era romp Bridgerton

● Get our free news app; get our morning email briefing



Netflix smash hit Squid Game blends a tight plot, social allegory and uncompromising violence to create the latest South Korean cultural phenomenon to go global. Photograph: Youngkyu Park/Netflix/AFP/Getty Images

[Squid Game is Netflix's biggest debut hit, reaching 111m viewers worldwide](#)

Binge: is this Foxtel's last gasp or the future of streaming in Australia?

Foxtel's new offering has a competitive library and, in a first for the pay TV company, it's affordable and easy to use. So how does it stack up against other subscription services?



Foxtel's new streaming service Binge has entered a crowded Australian market which includes the likes of Netflix, Stan, Disney+ and Amazon Prime. Photograph: Colin Anderson/Getty Images/Blend Images

When you heard that Foxtel had launched a new streaming service, two questions may have sprung to mind: do we really need *another* one of these? And didn't Foxtel try this twice already - and fail terribly both times?

While some would argue Australia is spoiled for choice when it comes to subscription TV, there has been a gap in the market. Netflix is primarily focused around its original productions, while competitors such as Stan are buying up the rights to the limited smattering of shows that aren't already locked away under other deals.

Following on from Foxtel's previous less-than-half-hearted and overpriced efforts, Binge is entering the Australian streaming market with the strength of pre-existing Foxtel deals as its foundation - and a more affordable price tag.

[Binge: is this Foxtel's last gasp or the future of streaming in Australia?](#)

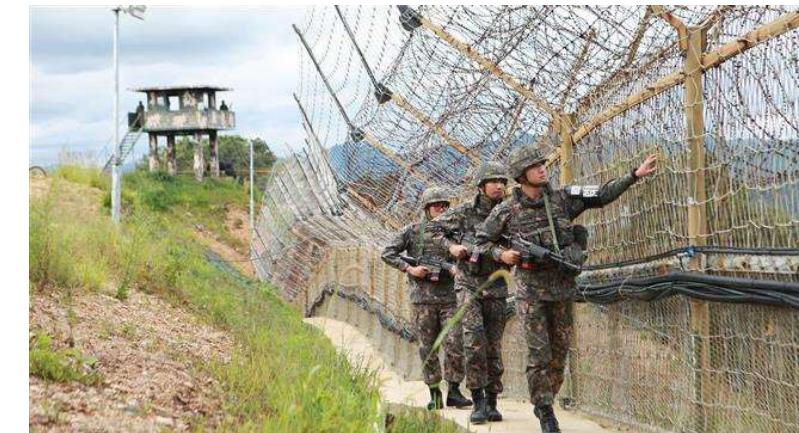
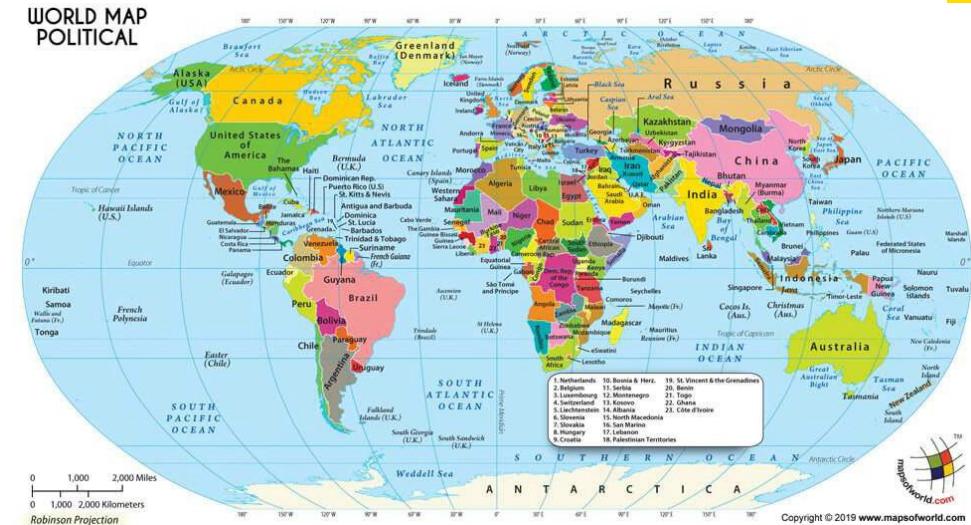


Zooming in and out of *Levels* and across *Lenses*

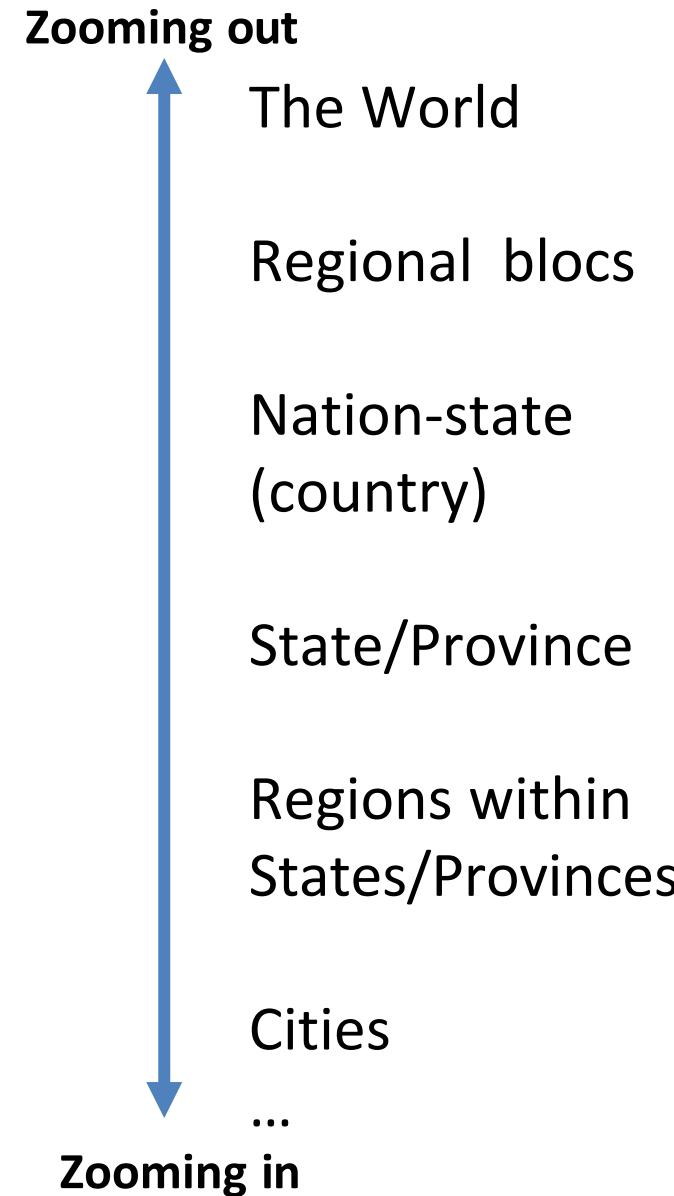
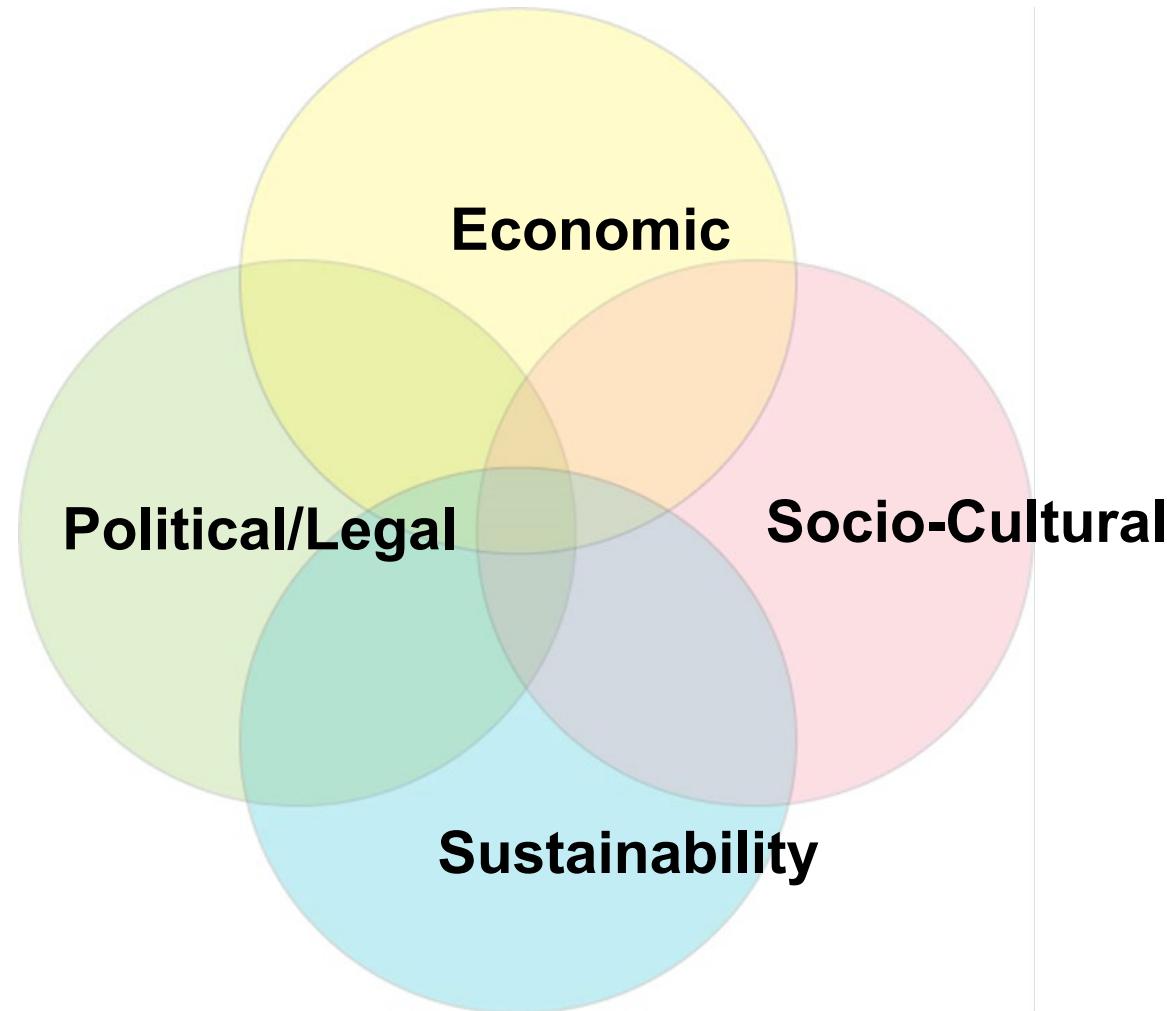


The Many Dimensions of Global Business Environments

- Socio-cultural Lens
 - Diversity of cultures: different beliefs, ways of living and doing things
 - Culture across different levels: Global and local culture and everything in-between
- Political and Legal Lens
 - The basic structure of the contemporary global world: the world of nation-states
 - Political and legal systems: Rules and regulation and their influences on individuals and organisations
- Economics Lens
 - Economic trends and fluctuations that shape economic behaviour
 - Economic development and growth; labour supply and consumption; fiscal and monetary policy
- Sustainability Lens
 - The physical environment, interdependence and systems view
 - The United Nations Sustainable Development Goals
- Other dimensions/aspects?
 - Technology?



Zooming in and out of the Levels and across Lenses



Socio-Cultural Lens (Zooming In and Out): The Case of Coca-Cola



HOME GLOBAL DISTRIBUTION PRODUCTS FINANCE ETHICAL ISSUES CONTACT



As shown in the map above, Coca-Cola is sold in nearly 100% of the world. There are now only two countries in the world where Coca-Cola cannot be bought or sold which are Cuba and North Korea, both because they are under long-term US trade embargoes.

[The Coca-Cola Headquarters](#)

The Coca-Cola headquarters is a campus in midtown Atlanta, Georgia. It is a 29-story, 403-foot high building. This building was completed back in 1979.

It is a truly global company, and it is known for one product.

But in Japan, interesting things happened with Coca-Cola.

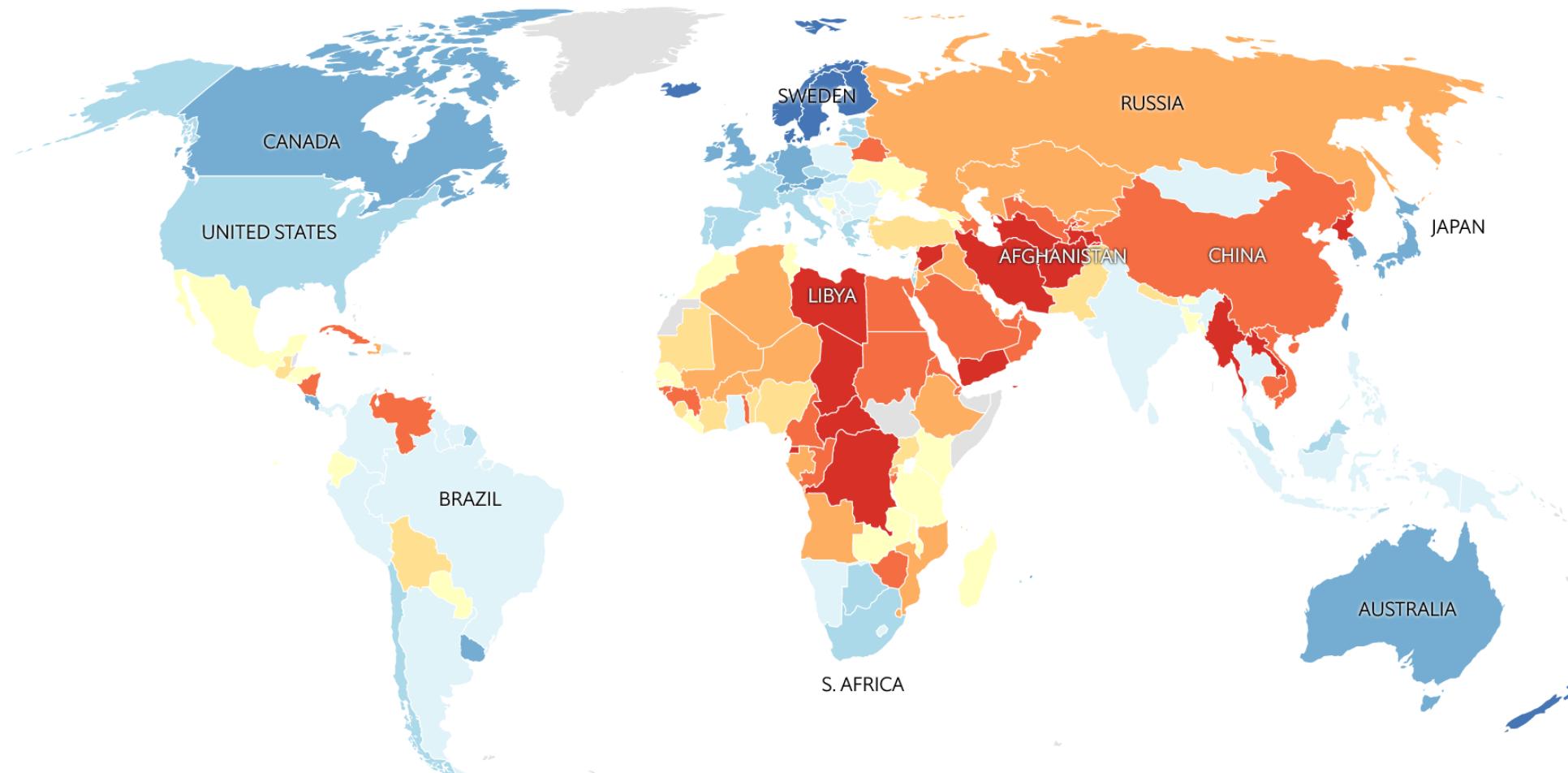


SDGs relate to
Assessment 3

3 GOOD HEALTH
AND WELL-BEING



Political-Legal Lens: Global Democracy Index (2021)



[A new low for global democracy](#)

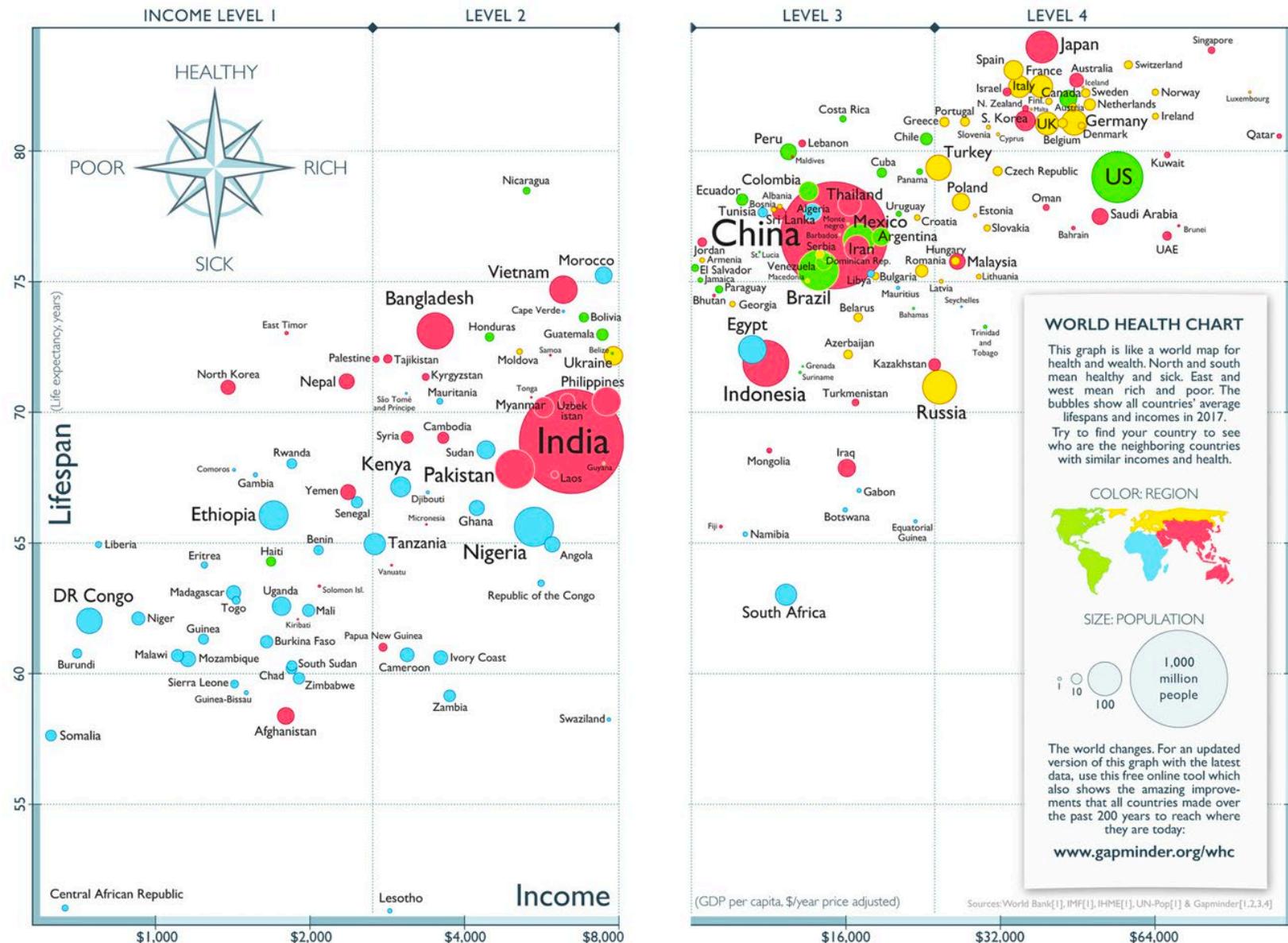
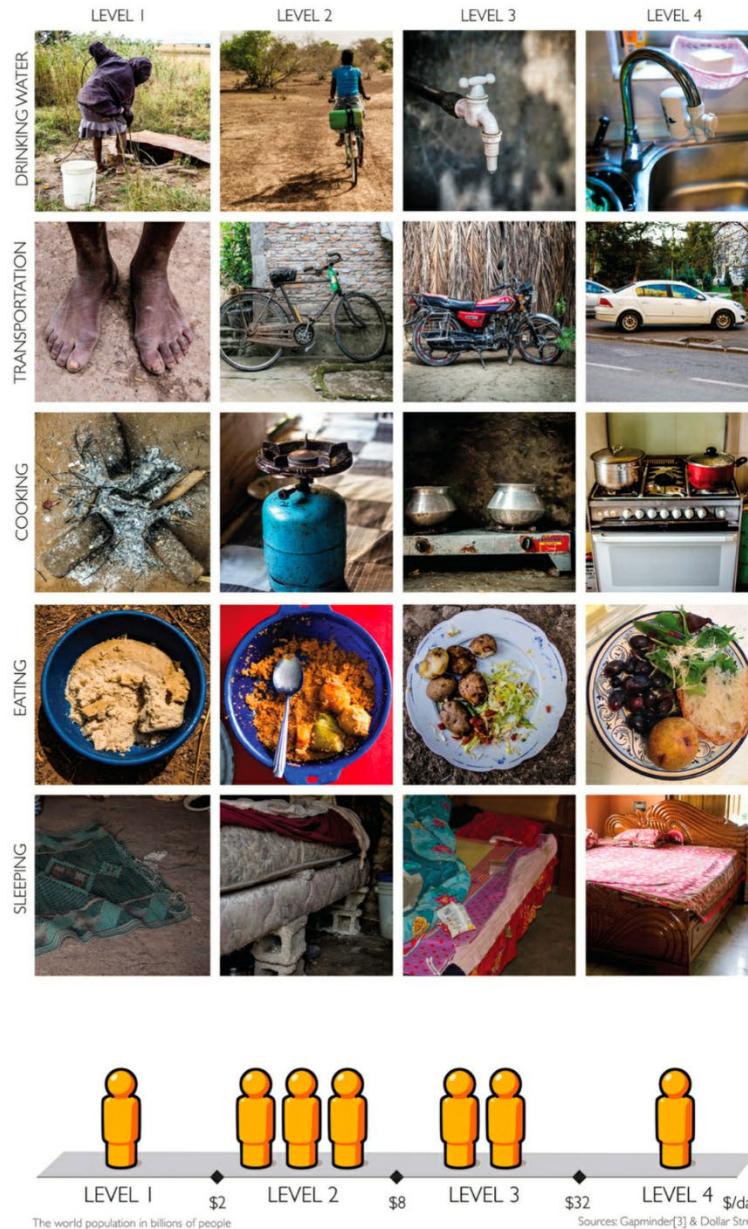
SDGs relate to
Assessment 3

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



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LIFE ON THE FOUR INCOME LEVELS



Gapminder

Sustainability Lens (Zooming out): The United Nations Sustainable Development Goals

- Wholistic view of the interconnected world
- A blueprint for shared prosperity in a sustainable world: “a world where all people can live productive, vibrant and peaceful lives on a healthy planet.”
- Targets for global development adopted in September 2015 as part of the 2030 Agenda for sustainable development
- Agreed by all members of the United Nations
- “17 Goals for People, for Planet”
- Defined in 169 SDG Targets
- Progress toward these goals are tracked by 232 unique indicators
- 10 years leading up to 2030 is declared “Decade of Action”-10 years to transform our world.





Global Business Environments: Complexity



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Complexity in Global Business Environments

The complexity of the global food supply chain

This illustration⁽¹⁰⁾ demonstrates the complexity of the supply chain for a common product, canned tuna. Fish caught in East Asia are subject to a series of processing and distribution steps on several different continents before the end product is finally available to U.S. consumers.

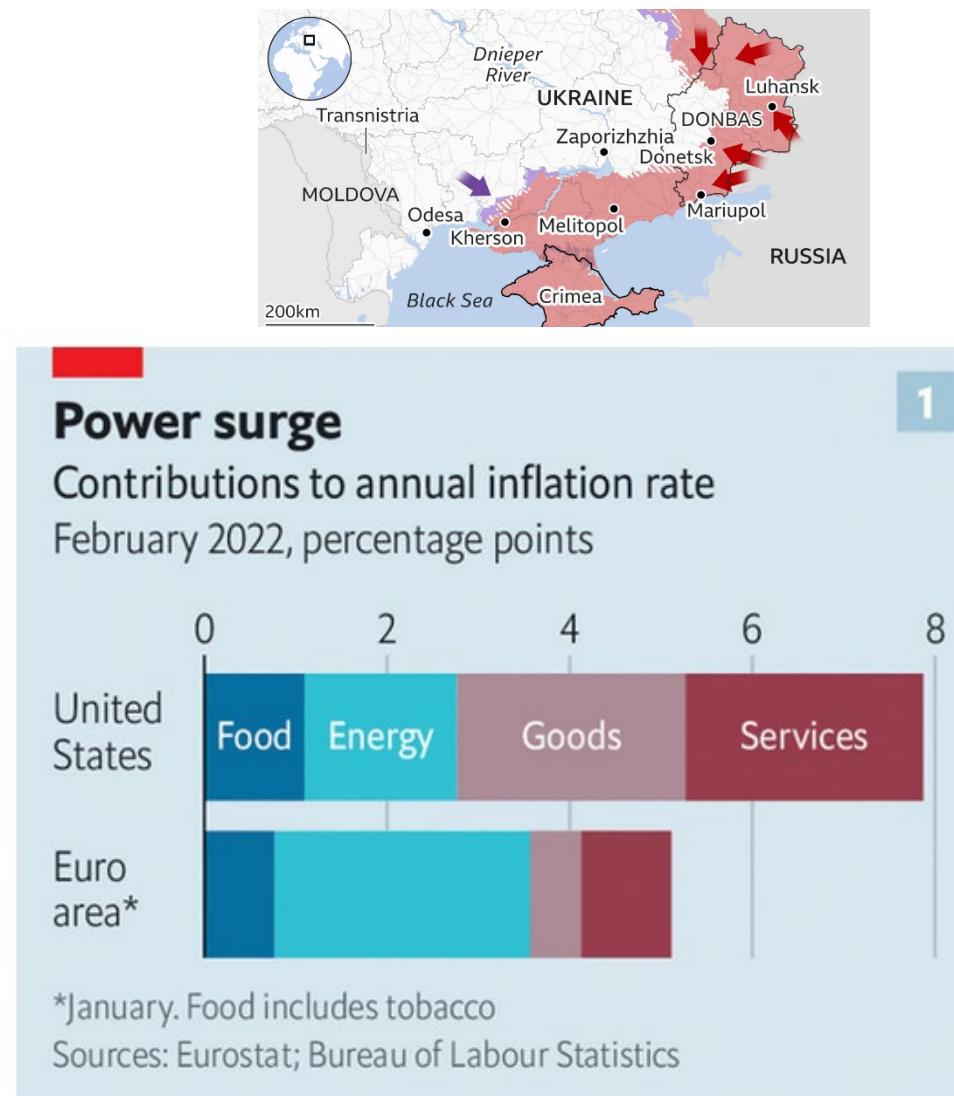
Exhibit 7 – Illustrative supply chain for canned tuna



Think about how each of the dimensions is involved in the case of canned tuna.

1. Cultural
2. Political-legal
3. Economic
4. Sustainability

Complexity in Global Business Environments



The Economist

[The inflationary consequences of Russia's war will spread](#)



The Economist



SDGs relate to
Assessment 3

Complexity in Global Business Environments

Finance & economics

Sep 4th 2021 edition >

Hot take

Could climate change trigger a financial crisis?

The clearer governments are about emissions reduction, the less likely financial turbulence becomes



Getty Images

Sep 4th 2021



Give this article

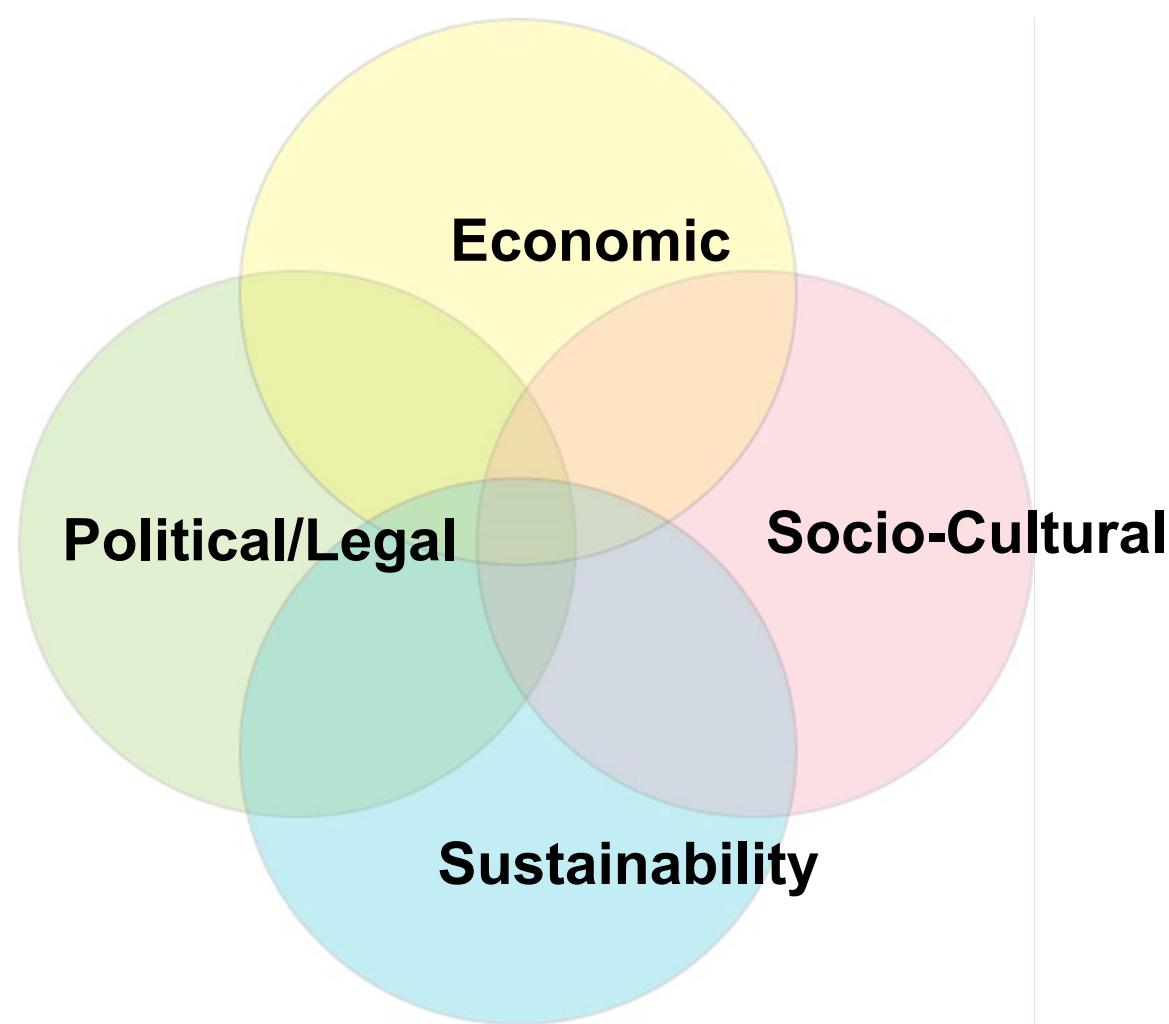
IN RECENT YEARS regulators have begun warning about the threat that climate change poses to the stability of the financial system. Following its strategy review in July, the European Central Bank (ECB) will assemble a "climate change action plan". Mark Carney, the former governor of the Bank of England, warned of financial risks from climate change as long ago as 2015. In America the Commodity Futures Trading Commission last year published a 200-page report beginning "Climate change poses a major risk to the stability of the us financial system." But progressive Democratic politicians are calling on President Joe Biden not to reappoint Jerome Powell as the chairman of the Federal Reserve, partly because they think he has done too little to eliminate climate risk.

13 CLIMATE ACTION



SDGs relate to
Assessment 3

Global Business Environment: Lenses & Levels



Zooming out

The World

Regional blocs

Nation-state
(country)

State/Province

Regions within States/Provinces

Cities

...

Zooming in

What are the opportunities and threats for an organisation?

COMM1150 Global Business Environments

Sustainability Lens



This week:

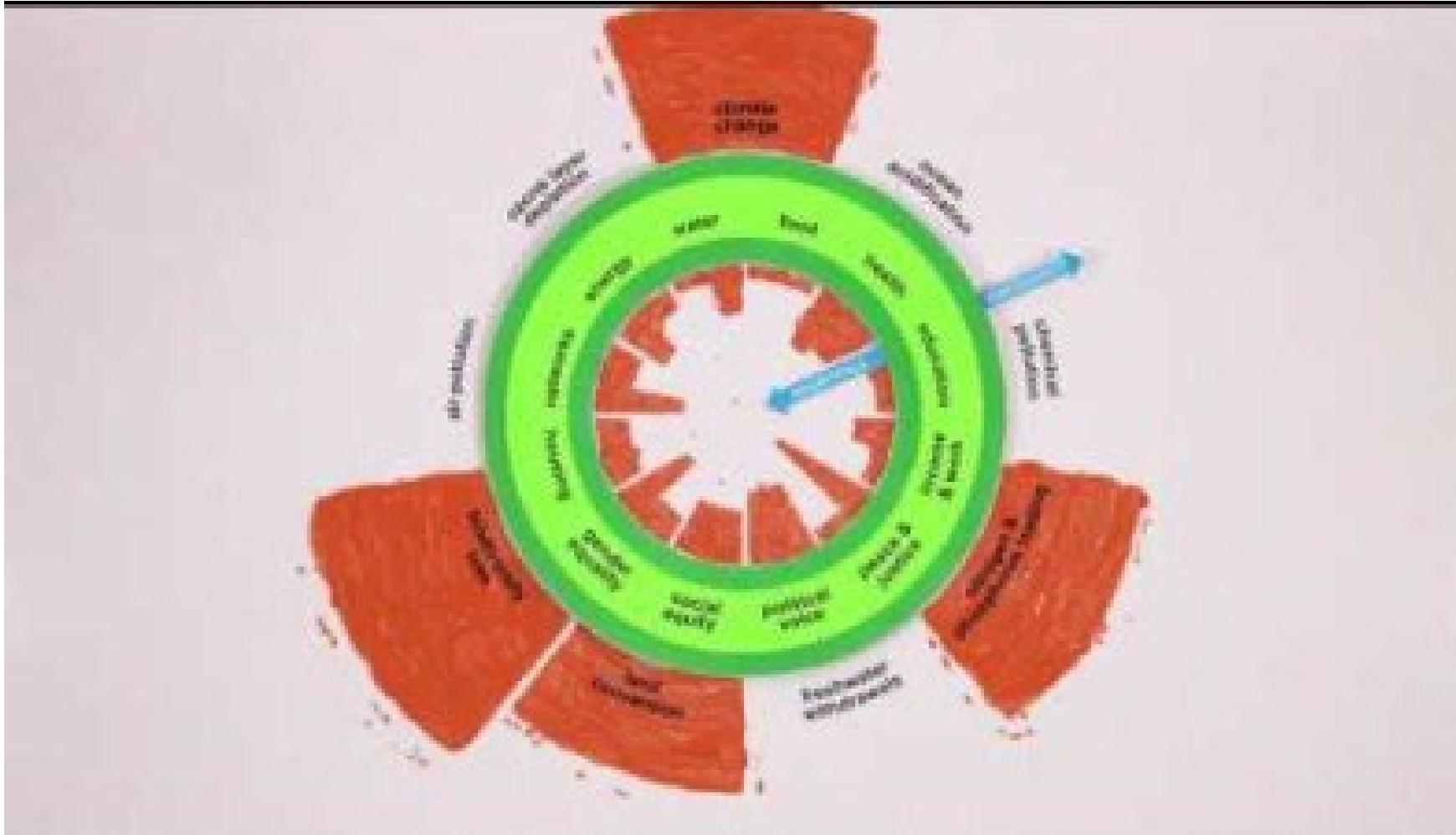
- We look at the global business context through the sustainability lens
- We define Sustainable Development and introduce the UN Sustainable Development Goals
- We identify key elements of environmental and social sustainability

What does sustainability mean to you?



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Doughnut Economics



[Change the Goal - 1/7 Doughnut Economics](#)

Source: [About Doughnut Economics](#)



SUSTAINABLE DEVELOPMENT GOALS

UNSW and UNSW Business School are committed to the UN-SDGs as a corner stone to Principles for Responsible Management Education ([PRME](#)).



[Sustainable Development Goals](#)

Why should business care about sustainability?

- It is their duty to be sustainable and responsible and to serve society.
- Attract consumers: Consumers tend to move away from businesses that perform poorly on SDGs
- Attract employees: People want to work for firms that do good.
- Attract capital: Investment tend to favor businesses that perform well on SDGs
- Government policies tend to award businesses with that perform well on SDGs (i.e., tax benefits, avoid fines)



Sustainability thinking (*Wilcox, 2000*)

Looking through the sustainability lens, we start to recognise the interconnectedness of our social, economic, and political systems.

When we think about sustainability, we need to question the biases, assumptions and mental models underpinning much of what we see when we use other lenses.

Sustainability thinking argues that:

- the earth's resources are finite, and this in itself places limits on continued economic growth
- the dominant market model with its emphasis on short-term profits has contributed to many problems faced by societies

Think about a common household product you are familiar with...

What might be some **social sustainability** issues?

What might be some **environmental sustainability** issues?



Image: [The inextricable link between migration and sweatshops](#)

Fast
fashion =
Our Good
Brands
ourgoodbrands.com

[Craig Reucassel and the
War on Waste](#)



Business and Human Rights



Kelly, A. (2013) Bangladeshi women work in a garment factory. Photograph: Munir Uz Zaman/AFP/Getty Images



A file photo shows workers busy at a readymade garment factory in Dhaka.— New Age photo



SDGs relate to
Assessment 3



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Clothing: becoming more sustainable

Niinimäki, 2014

1. Reduce environmental impact in fabric production and laundering
2. Extend product life
3. Reduce landfill disposal
4. Increase market demand for used goods



[Craig Reucassel and the War on Waste](#)



[Upcycled Designer Brands](#)



Pre-loved Clothes

Case study

How might sustainability thinking be used to understand the context of “Daroo”?

- Consider doughnut economics
 - What might be the social foundation for this company?
 - What might be the ecological ceiling for this company?



Recap

- From COMM1100 to COMM1150
 - From decision making to the context of decision making
- Global Business Environment and Complexity
 - Heterogeneity
 - Levels
 - Change
 - Lenses
- Sustainability Lens

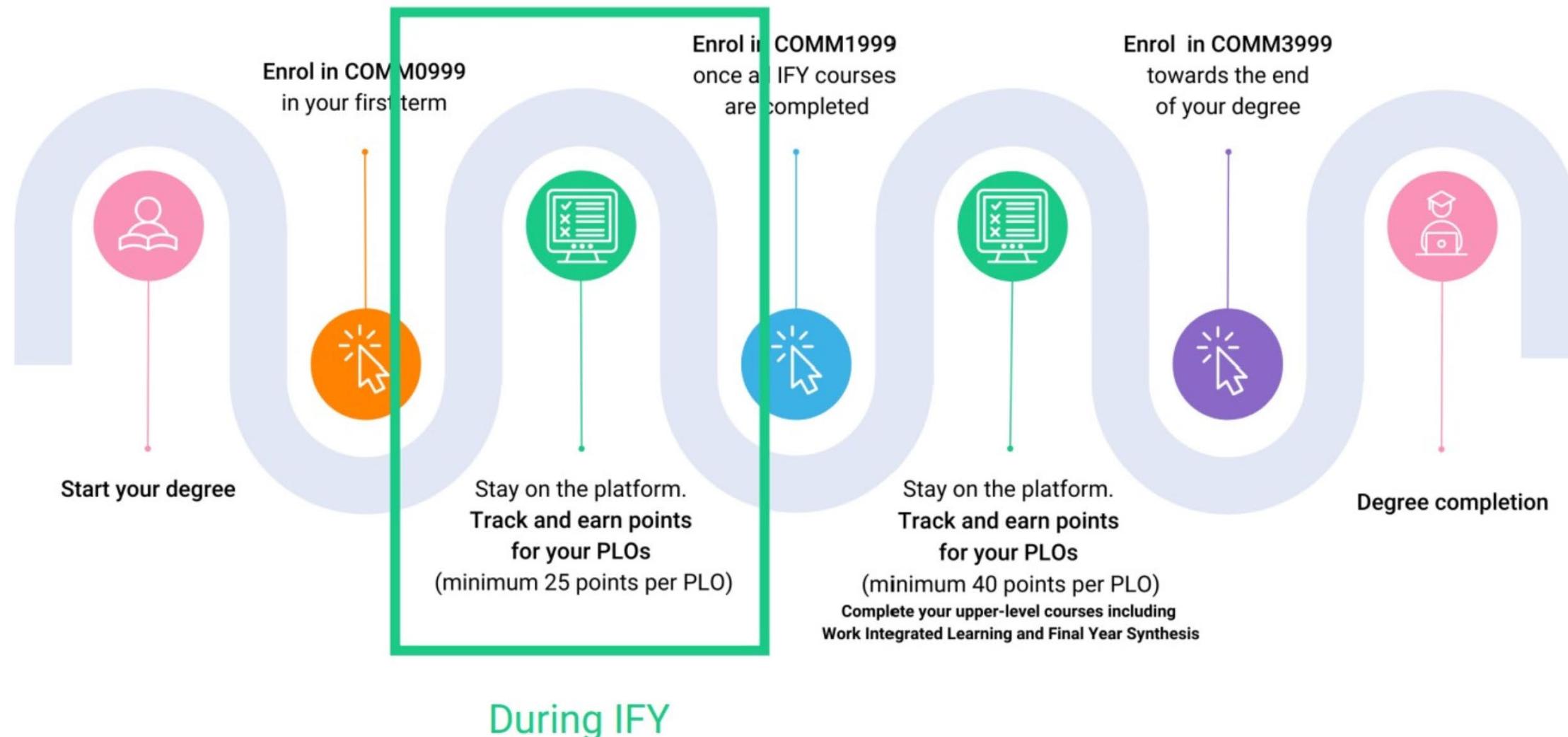


This week's to-do list:

- Work through the
 - Welcome module in Getting Started with COMM1150
 - Week 1 online learning content and activities
- Please make sure to attend the tutorial this week.
- Tutorial preparation:
 - Read the asynchronous material on the transition from COMM1100 to COMM1150, the levels, and the lenses
 - Read Javidan and Bowen on “Global Mindset”
 - Familiarise with the “levels” slide

myBCom

Log onto the platform regularly



Next week:

- Next week, we will discuss the Socio-cultural lens - the second of the four lenses we will be exploring
- Lecturer:
 - Weeks 2 & 3: Dr Suleika Bort

PASS Schedule

F2F Session	Individual Consultations
<ul style="list-style-type: none">• Every Tuesday (Weeks 2-5 & 7-10)• Time: 2:30pm – 4:00pm• Venue: Morven Brown G5	<ul style="list-style-type: none">• Weeks available: 3 – 5, 7 - 10• Online:10am-12pm every Monday, Wednesday and Friday• Face-to-Face: 10-11am and 4-5pm every Tuesday and Thursday• Please check the available times and book through the learning consult booking system available on Moodle

Thank you

If you have any questions about the course, please contact the Course Coordinator.

If you have any questions about the lecture, please contact the Lecturer.

The lecture recording will be available in your Moodle course site.

Contact details:
Course Coordinator: Dr Heather Crawford
comm1150@unsw.edu.au

Course site: [Moodle](#)