

GLOBAL BUSINESS – COURSE DESCRIPTION

AIM OF THE COURSE

- provide you with sufficient understanding of cross-border business issues to be in a position to contribute to decisions about the internationalisation of business
- provide you with a managerial perspective of those aspects of the global business environment which directly affect a business's foreign trade and investment
- alert you to the practical impact on international business activities of differing political, legal and cultural environments

MAIN ISSUES

Global business is usually defined, quite simply, as business activities which involve trade or investment across national borders. Sometimes the term is interpreted narrowly to refer, only, to the activities of large corporations which are global, or at least regional, in the geographical scope of their activities. In either case, these activities typically relate directly to the movement of exports or imports plus support activities such as transport, credit, marketing, payment, legal and insurance services. They may also include activities relating to the intangible assets of the firm, such as trademarks, patents, and the licensing of brand names or product and manufacturing technology. Dealing with these matters requires a working knowledge of the world's international trade and monetary systems.

It follows that the scope of the global business course is broad. It necessarily embraces a host of cross-border issues related to the environment in which every international business operates. These are not necessarily the direct responsibility of managers but they nonetheless impact directly on business activities.

Specifically, more important issues include:

Outside the business

- Business-government relations
- The role of the World Trade Organisation
- The role of the World Bank and the IMF
- Impact of the global financial crisis

Inside the business

- Global business strategy
- Global marketing
- Global supply chains
- Global financial management

TEACHING METHODOLOGY

Course participants will be exposed to several kinds of learning:

- Lectures
- Mini-cases
- Presentations
- Question and answer

Roughly the first half of most sessions will comprise an informal lecture. This serves to introduce the topic of the day and highlight its more important aspects and problems.

During the lecture you may interrupt to ask a question or ask for explanation at any time.

The mini-cases are all taken from the textbook and require only two or three pages of reading. They relate directly to the topic of the day. They should be read carefully by all participants before the relevant class session. In class, participants are invited to respond to the questions found at the end of each case.

The broad scope of the course content, given the limited time available, makes it sensible to allocate plenty of time to questions and to class discussion of the issues.

The course content comprises two different yet interrelated parts. The first part deals with the institutions and character of international trade and investment. It provides an overview of some major influences on business which lie outside the firm's control. The second part highlights matters which are an international manager's day to day responsibility. These are spread across all the traditional business functions.

The lecturer's PowerPoint files offer both a summary of relevant material and some supplementary and current information. Contact address: fred.robins@adelaide.edu.au . Participants are not expected to be familiar with all of this material. It is available as a resource. Some of it is cross-referenced with the textbook.

COURSE OUTCOMES

1. Competencies:

- 1.1. Improved ability to understand the global business environment.
- 1.2. Improved ability to understand complex business issues.
- 1.3. Enhanced analytical and critical thinking skills
- 1.4. Enhanced economic communication skills
- 1.5. Enhanced business communication skills

2. Knowledge:

- 2.1 Of trends in the economic, technological, political and cultural environments within which businesses operate.
- 2.2. Of the forces tending towards international convergence in business practices.
- 2.3. Of value creation by business in relation to the demands of the marketplace.
- 2.4. Of the institutional background which shapes the international trading and financial environment

LEARNING OUTCOME

- an improved understanding of the environment in which international business operates
- an awareness of the forces tending towards convergence in international business practices
- a better appreciation of value creation by business in relation to the demands of the marketplace
- an improved understanding of forces shaping the global trading and financial environment
- an appreciation of the political and cultural constraints faced by business internationally

EVALUATION OF LEARNING OUTCOME: ASSESSMENT CRITERIA

By the end of the course students must be able to fulfill the above stated learning outcome.

Grade 12:

Grade 12 denote 100% target fulfillment related to the learning outcome.

Grade 02:

Grade 02 is the minimum grade required for passing and is therefore given for the minimum acceptable performance related to the learning outcome.

LITERATURE:

Text Book:

‘International Business: competing in the global marketplace’ Eighth international edition by Charles Hill

McGraw Hill Irwin, New York, 2011, ISBN 13. 978-0-07-813719-8

Additional Reading:

Supplementary reading is highly desirable but you will have little time for it. You are therefore advised to read as widely as you can prior to commencement of the course. Both academic and business publications are relevant, particularly the more serious, business-oriented, press.

The most directly relevant supplementary academic sources are indicated in the textbook.

Among the more accessible and useful business periodicals are The Economist and Fortune; and among daily newspapers The Financial Times, The Wall Street Journal and, in Danish, Borsen. The best online source free of subscription charge is Bloomberg.com.

Once you have begun to read the textbook you will quickly recognize that any available means of monitoring current business events will aid you in this course.

RESTRICTIONS

Maximum 50 students

Seats are distributed according to:

- Relevant education (BSc and BA)
- Achieved ECTS
- Grade point average on the achieved ECTS

EXAMINATION

GRADING

The course consists of an individual graded coursework part counting 40% of the total grade and a three-hour take home exam counting 60% of the total grade.

Mid-term/Final Coursework

Exam Title

Exam Form Individual presentation of the day’s mini-case questions in front of the

class – 20%

The remaining 20% will be given for a one-page written answer to the question, to be handed in the day after the class presentation.

Marking Scale 7-point scale

Exam Teacher

Evaluation

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Mid- Written exam

term/Final

Exam Title

Exam Form Three hour take home exam

Exam 3 hours

Duration

Exam Aid Open book

Marking Scale 7-point scale

Exam Teacher

Evaluation