

Course title: Global Business

Lecturer: Dr Fred Robins

For information about the lecturer, please refer to the course summary

Time schedule

Date	Subject	References	Assignments
Week 1			
Tuesday: 9-12	Globalisation Political economy	Hill chapters 1-3	Starbucks Case Indonesia case
Wednesday: 9-12	International trade	Hill chapters 6-8	Bangladesh case
Thursday: 9-12	Regional integration	Hill chapter nine	NAFTA case
Friday: 9-12	The monetary system	Hill chapters 10-12	Latvia case
Week 2			
Monday: 9-12	Business strategy	Hill chapters 13 & 14	IBM case
Tuesday: 9-12	Operations & supply	Hill chapter seventeen	Indian Auto case
Wednesday: 9-12	Marketing	Hill chapter eighteen	Microsoft case
Thursday: 9-12	Human resources	Hill chapter nineteen	AstraZeneca case
Friday: 9-12	Financial matters	Hill chapter 20	Brazil's Gol case
Week 3 Exam Preparation			

List of literature

Text Book:

'International Business: competing in the global marketplace'
Ninth edition by Charles Hill
McGraw Hill Irwin, New York, 2013 (sic)
ISBN 13. 978-0-07-802924-0

The primary reading requirement is the textbook. In fact, there is more in the text than can be comfortably absorbed in just two weeks. So participants are strongly advised to focus on those topics and corresponding chapters which are of most interest to them.

At the same time there is a lot of other relevant reading. All participants should consult at least one or two additional sources of course relevant information.

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

In addition, participants are advised to monitor the global economic and business news media, as much as possible, in the weeks *preceding* the course. Current business events provide valuable examples of contemporary business practice and useful management lessons.

Probably the most useful business periodical is *The Economist*. Among daily newspapers, hardcopy or online, are the *Financial Times* and *The Wall Street Journal*. For Danes, *Borsen* is valuable. The best website still free of subscription charge is probably www.bloomberg.com.