



SUMMER SCHOOL
AARHUS SCHOOL OF BUSINESS

COURSE NAME: Global Business

COURSE OUTLINE – August 2013

LECTURER

Name: Dr F D Robins
Location: School of Business, University of Adelaide.

Introduction to Global Business

Welcome to Global Business. The following introductory note:

- Identifies the scope and objectives of the course
- Provides an overview of the course content
- Sets out a recommended study schedule
- Identifies the assessment requirements

What is global business?

Global business is usually defined, quite simply, as business activities which involve trade or investment across national boundaries. Sometimes the term is interpreted more 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.

The course has three objectives:

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

Overview

There exist no hard and fast rules governing cross-border business operations. Firms, markets and individual countries are just too diverse. Moreover, each of these three factors is subject to continuous change. It follows that participants should see this course as contributing to their *understanding* of the contemporary business environment rather than providing them with specific, immediately applicable workplace knowledge.

The course content comprises two different yet interrelated parts. The first part deals with the institutions and character of international trade and investment. It relates to the global trading system and 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, even though s/he may at times have to rely on the expert advice of others. These are spread across all the traditional business functions.

The lecturer's *PowerPoint* files offer background and context, together with summaries of important issues. These are cross-referenced to the textbook. Contact address: fred.robins@adelaide.edu.au

Lecturer's Biography

Dr Fred Robins was until recently based at the University of Adelaide School of Business, with which he is still associated. He is a Fellow of the Australian Marketing Institute and Adviser to the Euro-Asia Management Studies Association.

He holds higher degrees in economics and in marketing and has lived and worked in a range of European and East Asian countries, as well as Australia. After university he had ten years public and private sector managerial experience. He publishes regularly in academic journals, mostly on international business topics.

His most recent publication, forthcoming later this year in *Asian Business & Management*, is about 'The uniqueness of Chinese *outward* foreign direct investment'.

Graduate Attributes

1. Knowledge:

- 1.1. An understanding of trends in the economic, technological, social, political and cultural environments within which businesses operate.
- 1.2. An understanding of the forces tending towards international convergence in managerial practices.
- 1.3. An understanding of value creation by business in relation to the demands of the marketplace.
- 1.4. An understanding of the theoretical and institutional background which shapes the international trading and financial environment
- 1.5. An appreciation of the political and cultural constraints faced by businesses internationally.

2. Skills:

- 2.1. Enhanced ability to manage complex business situations that require understanding of a wide range of functional issues
- 2.2. Enhanced ability to evaluate and synthesise information and existing knowledge from numerous sources and experiences
- 2.3. Enhanced ability to integrate functional business skills and personal business experience to meet the challenges of today's business organisations
- 2.4. Capacity to apply relevant theories to guide understanding of the global business environment.
- 2.5. Enhanced ability to understand and manage complex business issues, including a capacity to participate constructively in teams to implement solutions.
- 2.6. Enhanced opportunity to develop analytical, critical thinking and problem solving skills
- 2.7. Enhanced opportunity to develop oral communication skills
- 2.8. Enhanced opportunity to develop written communication skills

3. Attitudes and Values

- 3.1. A commitment to objectivity, intellectual inquiry and intellectual rigour.
- 3.2. An appreciation of the importance of ethical standards in business
- 3.3. An appreciation of the importance of good governance and high professional standards.
- 3.4. Dedication to the pursuit of new knowledge and continuous learning.
- 3.5. An appreciation of cultural diversity and the need for sensitivity in this context.

Course Overview

Topic Schedule:

	Date	Topic	Case
1	5-Aug-13	Globalisation. (Hill Chapter One)	Starbucks Case Hill page 36
2	6-Aug-13	Political Economy (Hill Chapters 2 & 3)	Indonesia Case Hill page 64
3	7-Aug-13	International Trade & Investment (Hill Chapters 6, 7 & 8)	Bangladeshi Textiles Case Hill page 206
		Corruption in Nigeria	Search web on KBR/Halliburton
4	8-Aug-13	Regional Economic Integration (Hill Chapter Nine)	NAFTA Case Hill page 312
5	9-Aug-1	The Global Monetary System (Hill Chapters 10,11 &12)	Latvia Turmoil Case Hill page 371
			Weekend break
8	12-Aug-13	Global Business Strategy (Hill Chapters 13 &14)	IBM Case Hill page 442
9	13-Aug-13	Global Manufacturing & Supply Chains (Hill Chapter Seventeen)	Indian Auto Case Hill page 576
10	14-Aug-13	Global Marketing (Hill Chapter Eighteen)	Microsoft Case Hill page 610
11	15-Aug-13	Global Human Resource Management (Hill Chapter Nineteen)	AstraZeneca Case Hill page 638
12	16-Aug-13	Global Financial Management (Hill Chapter Twenty)	Brazil's Gol Case Hill page 685

Revision

Final Examination

Text Book:

The text for this course is:

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

Additional Reading and Reference:

Supplementary reading is highly desirable, in particular, *before* you begin the course. You are advised to read as widely as you can in general business magazines and newspapers. Given the broad scope of this 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.

Probably the best and most useful business periodical is *The Economist*; and among daily newspapers *The Financial Times*, *The Wall Street Journal* and *Borsen*. The best website still free of subscription charge may well be www.bloomberg.com.

Once you have begun to read the textbook you will quickly recognise that any available means of monitoring current economic and commercial events will help you in this course.

Assessment:

Assessment comprises two elements. The first is an individual presentation for which each participant prepares and presents *an* answer to *one* of the questions specified in the first class session. Others in the class are invited to put questions following each presentation. *After* presentation, the following day, presenters hand in a **one-page summary structure of their answer, with a ranked list of their main points**.

The second element is the final examination. Both elements follow Aarhus University marking standard.

The class presentation attracts 40% of the total marks for the course. It is assessed by the class instructor *but* fellow course participants are all invited to comment. Key elements of assessment include the following:

- Clarity of expression
- Logic in order of presentation
- Accuracy of data and statements
- Use of data and other evidence in support of argument
- Overall sophistication of analysis.

This applies to class presentations and to written examinations

The final exam attracts 60% of the total marks for this course. It is conventional in format. It follows the Aarhus Business School norm, which means that *all* the exam questions have to be answered. Each participant is required to pass the final exam to succeed in this course.