



SUMMER SCHOOL
AARHUS SCHOOL OF BUSINESS

COURSE NAME: Global Business

COURSE OUTLINE – July 2011

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 both a summary of important material and quite a lot of supplementary and current information. Contact address: fred.robins@adelaide.edu.au

Lecturer's Biography

Dr Fred Robins teaches and researches at the Adelaide University School of Business. He is a Fellow of the Australian Marketing Institute and has been on the Board of 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. Currently, he is researching into how businesses located in the high-cost countries of the 'old' industrialised world engage in international business process outsourcing. He is also monitoring the international expansion of Chinese business.

His most recent publications are 'China: a new kind of mixed economy?' in *Asian Business & Management*, 2010, Vol.9, 1, 23-46; and 'Learning from corporate mistakes' in *Corporate Communications*, 2010, Vol.15, 2, 169-180.

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	4-July-11	Globalisation. (Hill Chapter One)	General Electric Case Hill page 36
2	5-July-11	Political Economy (Hill Chapter Two)	India's Transformation Case Hill page 81
3	6-July-11	International Trade & Investment (Hill Chapters 5, 6 & 7)	Ecuadorean Rose Case Hill page 189 Also read KBR Case; Hill page 155
4	7-July-11	Regional Economic Integration (Hill Chapter Eight)	Euro Energy Case Hill page 261
5	8-July-11	The Global Monetary System (Hill Chapters 9, 10 & 11)	China's Float Case Hill page 371 Weekend break
8	11-July-11	Global Business Strategy (Hill Chapters 12 & 13)	Coca-Cola Case Hill page 426
9	12-July-11	Global Manufacturing & Supply Chains (Hill Chapter Sixteen)	Boeing 787 Case Hill page 564
10	13-July-11	Global Marketing (Hill Chapter Seventeen)	Dove Brand Case Hill page 597
11	14-July-11	Global Human Resource Management (Hill Chapter Eighteen)	Lenovo Case Hill page 626
12	15-Jul-11	Global Financial Management (Hill Chapters 19 & 20)	Brazil's Gol Case Hill page 670

Revision

Final Examination

Text Book:

The text for this course is:

'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 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 events will aid you in this course.

Assessment:

Coursework:

Assessment comprises two elements. The first is an individual presentation for which each participant prepares and presents *an* answer to *one* of the questions handed out 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.

The class presentation attracts 40% of the total marks for the course. It is assessed by both class instructor *but* fellow course participants are also 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.

Three hour written exam:

The final exam attracts 60% of the total marks for this course. All the exam questions have to be answered.