

## BUS 201: INTRODUCTION TO INTERNATIONAL BUSINESS

First Semester 2004

Course Outline

Lecturer: Dr. Peter Lok (9931 9357; peterlok@agsm.edu.au)

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### Description

This unit introduces students to the implications of differences in social processes and organizational structures, management practices and communications for international business decisions. It will also consider the implications of the sociological, economic, technological and political environments on decision-making practices. Included in the unit will be review of differences in culture, ethics, work and family/lifestyle issues, work motivation and loyalty to the organisation.

### Objectives

This unit will provide the theoretical foundation for the BIB Degree. Subsequent 300-level BUS courses will allow further in-depth study of many of the topics introduced here. Group work will allow students to interact positively, and presentations will further the development of communication skills.

### Assessment

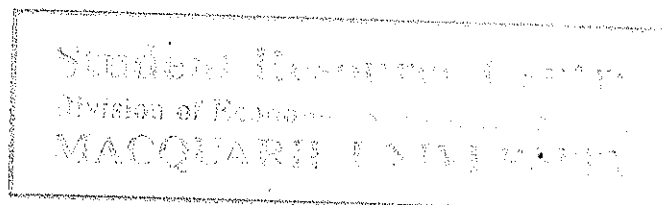
Group Presentation	20%
In-class Assignments	5%
Research Essay	25%
Final Exam	50%

*Note: students must Pass the final exam (>49%) to pass the course*

### Texts

Hill, C.W.L. (2003). *International Business: Competing in the Global Marketplace*. Sydney: McGraw-Hill).

Students will be expected to attend lectures fully prepared to discuss assigned readings as per the course outline. Students are also encouraged to access relevant media (e.g., *BRW*, *The Economist*, *Foreign Affairs*) in order to keep abreast of current events in the international business environment for the purpose of class discussion.



*Provisional Outline of Topics and Readings*

Week 1

Introduction: History of International Trade and Investment

Week 2

Globalisation (Chap 1)

Week 3

Comparative Business Systems (Chap 2, 8)

Week 4

International Trade (Chap 4-5)

Week 5

Foreign Direct Investment (Chap 6-7)

Week 6

The Strategy of International Business (Chap 12, 14)

Week 7

The Global Monetary System (Chap 9-11)

Week 8

Differences in Culture (Chap 3)

Week 9

The Organisation of International Business (Chap 13)

Week 10

Exporting, Importing, and Countertrade (Chap 15)

Week 11

Global Human Resource Management (Chap 18)

Presentations

Week 12

Global Manufacturing and Marketing (Chap 16-17)

Presentations

Week 13

Global Accounting and Financial Management (Chap 19-20)

Review

Presentations

DO NOT REMOVE  
THIS LABEL