

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**BUS305**  
**Global Business, Society and**  
**Environment**

**Semester 2, 2011**

*Department of Marketing and Management*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS AND ECONOMICS  
UNIT GUIDE**

<b>Year and Semester:</b>	<b>Semester 2, 2011</b>
<b>Unit convenor:</b>	<b>Assoc. Professor Stephen Chen</b>
<b>Prerequisites:</b>	<b>BUS301</b>

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

**ABOUT THIS UNIT**

- Unit description and credit points

As clearly highlighted by recent corporate financial reporting scandals, the global climate change debate and global terrorist attacks, it is becoming increasingly important for businesses to consider social and environmental risks and responsibilities as well as economic risks and responsibilities, particularly businesses that operate internationally.

This course systematically examines the political, regulatory, societal, and environmental risk factors that shape the business environment in which multinational managers must navigate. Students will learn how to analyse and proactively manage the non-market forces that multinational managers encounter such as political, regulatory, social, and environmental forces and the impact of multinational business operations on the societies and environments in which they operate. This unit is worth 3 Credit points.

- Unit rationale

By discussing readings on the topics, students will gain a better understanding of the relationships between international business, society and environments and by examining cases of real firms and taking part in a group project on a real company,

students will learn to apply a range of tools and frameworks for analysing the social and environmental issues facing businesses competing internationally.

## TEACHING STAFF

- Convenor: Assoc. Professor Stephen Chen  
Contact details: Room 639, Building E4A, tel. 9850 8459, email [stephen.chen@mq.edu.au](mailto:stephen.chen@mq.edu.au)
- Tutors:
  - Hector Viveros, email [hector.viveros@mq.edu.au](mailto:hector.viveros@mq.edu.au)
  - Varun Sabharwal, email [varun.sabharwal@mq.edu.au](mailto:varun.sabharwal@mq.edu.au)

## CONSULTATION TIMES

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

Consultation times for Stephen Chen: 10am-12pm on Mondays and other times by appointment.

Consultation times for tutors: Before or following each class or by appointment.

## CLASSES

- Number and length of classes: 1 x 1 hour lecture, 1 x 1 hour group activity and 1 x 1 hour tutorial
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Please note that owing to the integral nature of the group work and limited capacity of the rooms it is not possible to switch between classes

- Students are required to attend all sessions unless excused. Attendance will be recorded and an attendance record of less than 80% may result in a deduction of marks for the course.

## **PRIZES**

None

## **REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS**

- Prescribed text:
  - A handbook containing specially selected readings for the course is available for purchase from the Co-op bookshop
- Prescribed unit materials:
  - 8 case studies posted on the course website
- Recommended texts:
  - GLOBAL, 1st Edition by Mike Peng (ISBN: 9780324560701)
  - Business and Society: A Strategic Approach to Social Responsibility, 4th Edition by Debbie M. Thorne, O. C. Ferrell & Linda Ferrell (ISBN: 9781439042311)
  - Comparative Politics: Structures and Choices, 1st Edition by Lowell Barrington (ISBN: 9780618493197)
  - Terrorism and Homeland Security: An Introduction, 6th Edition by Jonathan R. White (ISBN: 9780534624484)
  - Environmental Economics and Management: Theory, Policy and Applications, 5th Edition by Scott J. Callan & Janet M. Thomas (ISBN:9781439080634)

## **TECHNOLOGY USED AND REQUIRED**

- Students will be required to access databases in the Library and on the Internet
- The computer lab has been booked for the practical session.
- Alternatively Internet access will be available via a wireless network if students wish to use their own laptop computer.
- All students will also be required to use Excel in the course. Any students who are not familiar with using Excel should inform the course convenor.

## UNIT WEB PAGE

- The web page for this unit can be found at [learn.mq.edu.au](http://learn.mq.edu.au).

## LEARNING OUTCOMES

- The learning objectives of this unit are:
  - Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment
  - Gain practical experience of how to assess social and environmental risks in an International Business
  - Make effective recommendations to manage social and environmental risk in an international business

## GRADUATE CAPABILITIES

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the following graduate capabilities:

- Critical, Analytical and Integrative Thinking
- Problem Solving and Research Capability
- Effective Communication
- Socially and Environmentally Active and Responsible

## TEACHING AND LEARNING STRATEGY

1. The teaching methods in this course will comprise a mix of lectures, tutorials and a group project.
2. Lectures: The aim of the lectures is to provide an overview of the key points and to clarify the assigned readings. **Please note that in order to pass it will not be sufficient to merely attend class and memorise the lecture notes.** They are

not a substitute for reading of the textbook and participating in the tutorials and the group project. In the examination, it will be assumed that all students will have read the assigned readings.

3. Tutorials: These sessions are meant to complement the lectures and allow students to practise applying the theories and concepts covered in the lectures to a real case. The tutorial will take the form of a seminar in which students present their views of the case study under the leadership of the tutor. Some guidelines for class discussion are listed on the unit website. Further information on case preparation and organisation of the sessions may be provided by the tutor. Students are expected to prepare all the cases and to participate fully in discussions, even if not presenting that week.
  4. Group project: The third component of teaching in the course is a group project in which students will work in a group to examine the social and environmental relationships of a global business. This is a practical exercise, the aim of which is to show students what it is like to conduct a strategic analysis of social and environmental issues for a real industry and company.
- An outline of the lecture topics, required readings and case studies for each week is provided on the unit website.

#### **RESEARCH AND PRACTICE**

- This unit uses research by Macquarie University researchers (see unit website)
- This unit uses research from external sources (see readings and unit website)
- This unit gives you practice in applying research findings in your assignments
- This unit gives you opportunities to conduct your own research

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

	Assessment Task 1	Assessment Task 2	Assessment Task 3	Assessment Task 4	Total
Title/Name	Group case study presentation	Group report and presentation	Midterm exam	Final examination	
Description	700 word written analysis and 10 minute presentation	4,000-5,000 word report and 10 minute presentation	25 Multiple choice questions based on material covered in previous sessions	3 hour written exam ( 1 written case analysis, 2 essay questions)	
Due date	15/8/2011 or 22/8/2011	7/11/2011	12/9/2011	Examination period	
% Weighting	10% (5% written analysis, 5% presentation)	35% (20% written report, 10% presentation, 5% peer assessment)	15%	40%	
Grading method	Refer to unit website	Refer to unit website	Refer to unit website	Refer to unit website	
Submission method	Report to be submitted via Turnitin by 23:59 on day prior to class	Report to be submitted via Turnitin by 23:59 on day prior to class			
Feedback	Verbal feedback on presentation in class, written feedback to be provided the following week	Written feedback to be provided within two weeks	Marks will be posted the following week		
Estimated student workload (hours)	2 hours	12 hours in class plus 24 hours outside class	30 hours	30 hours	98 hours
Learning outcomes assessed					
<i>Understand relevant terms, concepts, frameworks,</i>	5		15	30	

	<b>Assessment Task 1</b>	<b>Assessment Task 2</b>	<b>Assessment Task 3</b>	<b>Assessment Task 4</b>	<b>Total</b>
<i>models and theories</i>					
<i>Gain practical experience of how to assess social and environmental risks in an International Business</i>		10			
<i>Make effective recommendations to manage social and environmental risk</i>		10			
Graduate capabilities assessed					
<i>Critical, Analytical and Integrative Thinking</i>				10	
<i>Problem Solving and Research Capability</i>		5			
<i>Effective Communication</i>	5	5			
<i>Socially and Environmentally Active and Responsible</i>		5			
	10%	35%	15%	40%	100%



### **Group case study presentation (10% of total course mark)**

Students will be assigned to a group consisting of 4-5 members for this assignment and the group project. Each group will also be required to submit a 700 word written analysis of a case and a 10 minute group presentation of one the case studies in either week 3 or week 4 (posted on the unit website).

A penalty of 1% of the total available assignment marks will be deducted for every percent that the assignment exceeds the word limit or time limit e.g. 10% if the assignment exceeds the limit by 70 words or 1.5 minutes. Assignments that greatly exceed the word limit will not be marked. Bullet points can be used to reduce the number of words, if so desired. Due dates for each case study are shown in the course schedule at the end of this outline. Students are required to check assignments for plagiarism and submit all assignments using Turnitin. The deadline for all case study assignments is 23:59 hours on the day before class. A link to Turnitin and instructions on how to submit an assignment to Turnitin are provided on the unit website. A hardcopy of the assignment should also be handed in to the convenor at the beginning of the case study session together with the plagiarism report provided by Turnitin.

The case studies aim to forge the link between theories and concepts discussed in the textbook and lectures and application to real life cases. Some advice on preparing the case study assignments and discussions is given on the unit website. Feedback will be provided in the form of written comments on the assignment in the following week. Any queries regarding comments should be made to the convenor in charge of the case study session.

### **Group Project (35% of total course mark)**

on a group project. This will be assessed as follows:

- Group Report (20%)
- Presentation (10%)

- Individual contribution to group project (5%)

Each group is required to prepare a 4,000-5,000 word report and a 10 minute presentation in week 15. Students will be asked to take on the role of a consultancy team which has been asked to prepare a report for a real company on:

- “The global economic, political, social and environmental opportunities and risks facing the company in the next 10 years”

Reports and presentations will be assessed as if they are submissions to a client in real life. Criteria for assessing assignments are listed on the unit website.

Students will be assessed on their understanding of the international business policy issues; care, originality and initiative in the collection, analysis and interpretation of data; and strength of the arguments supporting the conclusions and recommendations. While advice will be available, students are expected to show a high degree of initiative and independent thinking in the project. **This is not a teacher-led class exercise in which there is a right or wrong answer to every question and neatly prepared data on every issue, just as is the case in real life business policy analysis. The purpose is to learn how to deal with such ambiguous business issues and practical problems such as locating relevant information and interpreting conflicting or missing data.**

In addition, each student will be assessed by other members of the group. Peer assessment criteria are shown on the unit website.

**In order to check progress, each group is also required to make a 10 minute presentation on 12/9/2011 on what they have researched to date. Feedback will be given although it will not be counted towards the final course mark.**

### **Midterm Examination (15% of total course mark)**

**Date:** 5/9/2011

**Length:** 45 minutes

This will consist of 25 multiple choice questions to test knowledge and understanding of material covered in previous sessions. The examination will be a closed book examination.

### **Final Examination (40% of total course mark)**

**Date:** Examination Period

**Length:** 3 hours plus 10 minutes reading time

The final examination will consist of a short case and two essay questions to test knowledge and understanding of theories and concepts covered in the course. The examination will be a closed book examination.

### ***N.B. REQUIREMENTS TO PASS THE COURSE***

*In order to pass the course a minimum of 35% is required in each of the above components (group presentation, midterm examination, group project and examination) as well as a minimum of 50% overall.*

### **ATTENDANCE POLICY**

- **Students are expected to attend all sessions unless excused.** Attendance will be recorded and an attendance record of less than 80% may result in a deduction of marks for the course.
- **It is expected that all group members will contribute equally to group assignments and presentations.** Marks may be deducted for failure to participate fully in group work.

## REFERENCING

- Where outside sources of information have been used, full references should be provided in the assignment, including date, volume, page numbers of any journal articles, books or book chapters and URLs of any websites e.g.
  - Book:
    - Chen, S. (2004), *Strategic Management of E-Business 2e*, John Wiley & Sons: Chichester, UK
  - Journal article:
    - Chen, S., Geluykens, R. and Choi, C.J. (2006), 'The importance of language in global teams: a linguistic perspective', *Management International Review*, 46 (6), 1-17.
  - Book chapter:
    - Chen, S. (2007), 'Testing the Internationalization-Performance Relationship in Asian Service Firms', In *Research on Global Strategic Management: Regional Aspects of Multinationality and Performance*, Rugman, A. (ed.), Amsterdam: Elsevier, pp. 337-358.
  - Conference proceedings:
    - Chen, S. (2007), 'The Benefits (or Not) of Clusters: Evidence from the United Kingdom', *Frontiers of Entrepreneurship Research 2007*, Babson College
  - Online articles:
    - Chen, S. and Bouvain, P. (2008). 'Is Corporate Responsibility Converging? A Comparison of Corporate Responsibility Reporting in the USA, UK, Australia, and Germany', downloaded from *Journal of Business Ethics* website at <http://www.springerlink.com>

## LATE SUBMISSION POLICIES

- Late case study assignments will only be marked where an extension has been granted. A penalty of 20% of the assignment mark (i.e. 2 marks if the assignment is marked out of 10) will be deducted for each day that the assignment is late, unless there are extraordinary circumstances such as documented illness or other unavoidable disruptions. In such event an 'Advice of Absence or Other Circumstances' form should be completed and submitted as soon as is

practicable and in any case by the last day of class at the latest. The form may be obtained from the BESS office or downloaded from the Admin Central website:

[http://www.businessandconomics.mq.edu.au/current/undergraduate/admin\\_central/absences](http://www.businessandconomics.mq.edu.au/current/undergraduate/admin_central/absences). *(Please note that work or family commitments will not normally be acceptable excuses. The circumstances must be extraordinary and something that could not have been reasonably predicted or avoided. Conditions are explained on the Admin Central website.)*

- Work that is submitted late without prior written permission and without a completed advice of absence form will not be marked. Students are advised to keep a copy of all permissions given in event of dispute.
- The date and time recorded by Turnitin shall be used for the purposes of determining late submission penalties. As there are sometimes delays with the system you are advised to submit early to avoid penalties.

## **FINAL EXAMINATION**

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 3 hour final examination for this unit will be held during the University Examination period.

The University Examination period in Second Half Year 2011 is from 14/11/2010 to 2/12/2011.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may

wish to consider applying for Special Consideration. The University's policy on special consideration process is available at

[http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:

<http://www.mq.edu.au/policy/docs/examination/policy.htm>

## **ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at

[http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## **GRADES**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction  
D - Distinction  
CR - Credit  
P - Pass  
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

### **GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals).

### **SPECIAL CONSIDERATION**

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

[http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

### **STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services.

Details of these services can be accessed at <http://www.student.mq.edu.au>.

### **IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

### Appendix 1. Course Timetable†

Week	Date	Lecture topic and reading	Case Studies	Group project
1	1/8/2011	<b>INSTITUTIONAL THEORY</b> Reading: Peng Chapter 2 'Understanding Politics, Laws and Economics'	Exercise on institutions in International Business*	Introduction to project
2	8/8/2011	<b>POLITICS, TERRORISM AND OTHER RISKS</b> Reading: Barrington Chapter 6 'Political Systems and Their Rules'; White Chapter 1 'Terrorism Defined' [Optional reading: White Chapter 12 'Africa, Asia and the Pacific Rim']	Bali Bombing*	Group work
3	15/8/2011	<b>INTERNATIONAL ETHICS &amp; CORRUPTION</b> Reading: Thorne Chapter 5 'Business Ethics and Ethical Decision-making'	Rio Tinto in China*	Group work
4	22/8/2011	<b>INTERNATIONAL CORPORATE GOVERNANCE</b> Reading: Thorne Chapter 3 'Corporate Governance'	Global Economic Crisis: Impact on International Business (in reading pack)	Group work
5	29/8/2011	<b>CORPORATE SOCIAL RESPONSIBILITY OF MNES</b> Reading: Thorne Chapter 12	Indian Clothing Industry*	Group work



		'Social Responsibility in a Global Environment'		
6	5/9/2011	<b>INTERNATIONAL ORGANISATIONS</b> Reading: Peng Chapter 8 'Capitalizing on Global and Regional Integration' [Optional Reading: Chapter 3 'Organisation and Financing of Terrorism']	<b>MID-TERM TEST</b>	Group work
7	12/9/2011	<b>REVIEW OF MID-TERM TEST</b>	Blood Diamonds*	Interim presentation
8	19/9/2011	<b>BREAK</b>		
9	26/9/2011	<b>BREAK</b>		
10	3/10/2011	<b>PUBLIC HOLIDAY</b>		
11	10/10/2011	<b>ENVIRONMENTAL RESPONSIBILITY</b> Readings: Callan Chapter 13 'Global Air Quality'	Global Emissions Trading Scheme*	Group work
12	17/10/2011	<b>SUSTAINABLE DEVELOPMENT</b> Callan 20 'Sustainable Development: Environmental Agreements and International Trade'	UNEP 'Decoupling' Report*	Group work
13	24/10/2011	<b>INDUSTRIAL ECOLOGY</b> Reading: Callan 21 'Sustainable Approaches: Industrial Ecology and Pollution Prevention'	Fuji Xerox*	Group work
14	31/10/2010	<b>COMMUNITY RELATIONS</b> Reading: Thorne Chapter 9 'Community Relations'	Grameen Danone	Group work
15	7/11/2011	<b>REVISION SESSION</b>	Practice Exam	Final report and presentation

† Order of topics and cases may be subject to change – please check unit website for latest information

\* Posted on unit website