



# BUS 305

## Global Business and Environmental Risk

S2 Day 2014

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

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E4A 522

Thursday 2-5pm

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Credit points

3

Prerequisites

39cp

Corequisites

Co-badged status

### Unit description

This unit examines the relationships between business, society and the environment in a global setting, including: ethics and social responsibility in a global business environment; the role of multinationals in creating a sustainable global business environment; the relationships of multinational enterprises with other significant actors on the international stage such as governments and non-governmental organisations (NGOs); and global economic, political, social and environmental risk assessment for businesses including threats from global terrorism and climate change. By the end of the unit students should have a strong appreciation of the impact of multinational enterprises on society and the environment as well as the implications of global social and environmental changes for business activities.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

1. Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
2. Gain practical experience of how to assess social and environmental risks in an international business.
3. Make effective recommendations to manage social and environmental risk in an international business.
4. Awareness of contemporary issues in an international business context.

## Assessment Tasks

Name	Weighting	Due
<a href="#">AT1: Individual Case Study</a>	30%	Week 4,5, and 6
<a href="#">AT2: Group report</a>	20%	Week 11
<a href="#">AT3: Group presentation</a>	10%	Week 11- Week 13
<a href="#">AT4: Final Examination</a>	40%	TBA

### AT1: Individual Case Study

Due: **Week 4,5, and 6**

Weighting: **30%**

### **Requirements:**

You have the flexibility to choose ONE case that you want to analyse from among the 6 case studies.

Cases Title Submission Week  
Case 1 Bali Bombing Week 4  
Case 2 Rio Tinto in China Week 4  
Case 3 Global Economic Crisis: Impact on International Business Week 5  
Case 4 BP Gulf Coast Disaster and Recovery Week 5  
Case 5 Decoupling Case: Natural resource use & environmental impacts from economic growth Week 6  
Case 6 Fuji Xerox Australia Eco-manufacturing Centre Week 6

**Each case study will be discussed in the weekly tutorials.**

**NOTE: You need to decide which case/week you want to submit this individual case study report. A written record of your choice needs to be made in the 1st tutorial with your tutor.**

### **Submission:**

At the beginning of your chosen case/week, you are to submit NO MORE THAN 2 PAGES (A4 size, TYPED REPORT, decide your own font size and style- make it presentable) to your tutors. Answer the questions of the case studies in an essay format.

### **Late Submission Policy:**

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

### **Marking Guide:**

It's essential to apply the international business theories and demonstrate your critical thinking and constructive recommendation to the case study firm.

### **Turnaround Time:**

These will be marked and returned in TWO WEEKS from your submission dates.

On successful completion you will be able to:

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- 4. Awareness of contemporary issues in an international business context.

## AT2:Group report

Due: **Week 11**

Weighting: **20%**

### Requirements:

- 4,000-5,000 word report
- You 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 will be assessed as if they are submissions to a client in real life.

Criteria for assessing assignments are listed below:

- 1) Understanding of the international business policy issues;
- 2) Quality of case- care, originality and initiative in the collection, analysis and interpretation of data;
- 3) Quality of research- research ability and analytical skills for critical thinking (minimum 10 academic articles required);
- 4) Application and Implications- strength of the arguments supporting the conclusions and recommendations.

While advice will be available, you 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.

- Each student will be assessed by other members of the group. Peer assessment criteria are shown on the unit website.
- 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.

### Note:

- **In order to check progress, each group is also required to prepare a statement of progress for the tutorial in Week 8 on what they have researched to date. Feedback will**

**be given by tutors, although it will not be counted towards the final course mark.**

**Submission:**

At the beginning of your week 11 tutorial, you are required to submit the HARD COPY GROUP REPORT to your tutor.

**Late Submission Policy for AT2:**

- **No extensions** will be granted. Late tasks will be accepted up to 48 hours after the submission deadline.
- There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. This penalty does not apply for cases in which an application for special consideration is made and approved. 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 be not be marked. Students are advised to keep a copy of all permissions given in event of dispute.

On successful completion you will be able to:

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- 3. Make effective recommendations to manage social and environmental risk in an international business.
- 4. Awareness of contemporary issues in an international business context.

## AT3: Group presentation

Due: **Week 11- Week 13**

Weighting: **10%**

### **Submission:**

Group presentation: in your allocated tutorial (between week 11 and 13).

### **Requirements:**

- 20 minutes presentation
- Group work, yet EVERYONE needs to present
- Individual presentation mark would be given base on individual performance

### **Note:**

You will assign your group presentation week at your 1st tutorial.

### **Late Submission Policy for AT3:**

- No extensions will be granted.

On successful completion you will be able to:

- 1. Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- 2. Gain practical experience of how to assess social and environmental risks in an international business.
- 3. Make effective recommendations to manage social and environmental risk in an international business.
- 4. Awareness of contemporary issues in an international business context.

## AT4: Final Examination

Due: **TBA**

Weighting: **40%**

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

### **Format:**

The final examination will consist of two parts:

Part A: A short case study with short answer questions

Part B: Two essay questions

Note: The examination will be a closed book 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.

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>

On successful completion you will be able to:

- 1. Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
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- 4. Awareness of contemporary issues in an international business context.

## **Delivery and Resources**

**Classes:** The classes for this subject entail three hours of face-to-face teaching: A two hours lecture. A one-hour tutorial (from the week commencing second week of semester) Participants are required to attend the sessions in which they are registered. Attempts to register in a different tutorial can be made online where space allows. Where attempts to register online fail, a



written request to the course coordinator may be considered. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>

**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.

**Required and Recommended Texts and/or Materials:** **Prescribed Text:** A customized textbook containing specially selected readings for the course is available for purchase from the Co-op bookshop:

**BUS 305, Global Business, Society and Environment, 2013. Compiled by Monica Ren. Cengage Learning. ISBN: 978 017 026200 2**

**Prescribed unit materials** · 6 case studies posted on iLearn

#### **Recommended texts**

- GLOBAL, 2nd Edition by Mike Peng (ISBN: 9781111821755)
- 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, 2nd Edition by Lowell Barrington ISBN: 9781111341930)
- Terrorism and Homeland Security, 8th Edition by Jonathan R. White (ISBN: 9781285061962)
- Terrorism and Homeland Security, 6th Edition by Jonathan R. White (ISBN: 9780534624484)
- Environmental Economics and Management: Theory, Policy and Applications, 6th Edition by Scott J. Callan & Janet M. Thomas (ISBN:9781111826673)
- Global Economic Crisis: Impact on International Business, by Global Economic Crisis Resource Centre (ISBN: 9781424059706)

**Prizes for this unit:** [http://www.businessandeconomics.mq.edu.au/undergraduate\\_degrees/prizes\\_scholarships](http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships)

**Technology used and required:** · Students will be required to access databases in the Library and on the Internet for relevant information used for AT1, AT2 and AT3. · Internet access will be available via a wireless network if students wish to use their own laptop computer on campus. ·

All students will also be required to use PPT (or similar program) for group presentation (AT3) in the course.

## Unit Schedule

Week	Date	Lecture topic and reading	Tutorial Activities
1	7/8/ 2014	<b>Course Introduction &amp; Institutional Theory</b> Reading: Section 1 Extract 1  'Understanding Politics, Laws and Economics'	No tutorial
2	14/8/ 2014	<b>Political Risks and Terrorism</b> Reading: Section 2 Extract 2 & 4  'Political Systems and Their Rules'  'Africa, Asia and the Pacific Rim'	-Introduction to the course and assessments, and case study analysis.  -Establish groups for AT2.  -Assign group presentation week for AT3.  -Assign individual case analysis due date for AT1.
3	21/8/ 2014	<b>Political Risks and Terrorism</b> Reading: Section 2 Extract 3  'Defining Terrorism in Modern History'	Individual project and Group Project Discussion and Consultation
4	28/8/ 2014	<b>International Ethics &amp; Corruption</b> Reading: Section 3 Extract 5  'Business Ethics and Ethical Decision Making'	CASE 1: Bali Bombing  Case Discussion  <b>AT1 Individual case analysis due</b>
5	4/9/ 2014	<b>International Corporate Governance</b> Reading: Section 4 Extract 6  'Corporate Governance'	CASE 2: Rio Tinto in China  Case Discussion  <b>AT1 Individual case analysis due</b>
6	11/9/ 2014	<b>International Corporate Governance</b> Reading: Section 4 Extract 7  'Global Economic Watch: Impact on International Business'	CASE 3: Global Economic Crisis: Impact on International Business  Case Discussion  <b>AT1 Individual case analysis due</b>

7	18/9/ 2014	<b>International Organisations</b> Reading: Section 5 Extract 8 'Capitalizing on Global and Regional Integration'	Conception Day Group consultation
	25/9/ 2014	<b>MID-TERM BREAK</b>	
	2/10/ 2014	<b>MID-TERM BREAK</b>	
8	9/10/ 2014	<b>Corporate Social Responsibility of MNEs</b> Reading: Section 6 Extract 9 'Social Responsibility in a Global Environment'	CASE 4: BP Gulf Coast Disaster and Recovery Case Discussion <b>AT2 progress statement due</b>
9	16/ 10/ 2014	<b>Environmental Responsibility</b> Reading: Section 7 Extract 10 'Global Air Quality: Policies for Ozone Depletion and Climate Change'	CASE 5: Decoupling Case: natural resource use & environmental impacts from economic growth Case Discussion
10	23/ 10/ 2014	<b>Environmental Responsibility</b> Reading: Section 7 Extract 11 'Sustainable Development: International Environmental Agreements and International Trade'	Case 6: Fuji Xerox Australia Eco-Manufacturing Centre Case Presentation
11	30/ 10/ 2014	<b>Sustainable Approaches</b> Reading: Section 8 Extract 12 'Sustainable Approaches: Industrial Ecology and Pollution Prevention'	<b>AT2 Group Report Due</b> <b>AT3 Group Presentation starts</b>
12	6/11/ 2014	<b>Community Relations</b> Reading: Section 9 Extract 13 'Community Relations and Strategic Philanthropy'	<b>AT3 Group Presentation</b>
13	13/ 11/ 2014	<b>FINAL EXAM REVISION SESSION</b>	<b>AT3 Group Presentation Final exam consultation</b>

## Learning and Teaching Activities

### Research and Practice

- Journal of World Business - Journal of International Business Studies - British Journal of Management - Academy of Management Journal - Academy of Management Review - Academy of Marketing Science Review

## Research and Practice

- Journal of World Business - Journal of International Business Studies - British Journal of Management - Academy of Management Journal - Academy of Management Review - Academy of Marketing Science Review

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

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

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

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

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

#### Learning outcomes

- 1. Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- 2. Gain practical experience of how to assess social and environmental risks in an international business.
- 3. Make effective recommendations to manage social and environmental risk in an international business.
- 4. Awareness of contemporary issues in an international business context.

#### Assessment tasks

- AT1: Individual Case Study
- AT2: Group report
- AT3: Group presentation
- AT4: Final Examination

## Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

### Learning outcomes

- 1. Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- 2. Gain practical experience of how to assess social and environmental risks in an international business.
- 3. Make effective recommendations to manage social and environmental risk in an international business.
- 4. Awareness of contemporary issues in an international business context.

### Assessment tasks

- AT1: Individual Case Study
- AT2: Group report
- AT3: Group presentation
- AT4: Final Examination

## Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

### Learning outcomes

- 1. Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- 2. Gain practical experience of how to assess social and environmental risks in an international business.
- 3. Make effective recommendations to manage social and environmental risk in an

international business.

- 4. Awareness of contemporary issues in an international business context.

## **Assessment tasks**

- AT1: Individual Case Study
- AT2: Group report
- AT3: Group presentation
- AT4: Final Examination

## **Effective Communication**

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## **Learning outcomes**

- 2. Gain practical experience of how to assess social and environmental risks in an international business.
- 3. Make effective recommendations to manage social and environmental risk in an international business.

## **Assessment tasks**

- AT2: Group report
- AT3: Group presentation

## **Changes from Previous Offering**

-Separated the assessment AT2 (group report and presentation) to "AT2 (group report) and AT3 (group presentation)". - Modified the assessment AT1 (all cases are required to be submitted within the first 6 weeks, rather than spreading the submission from week 4 to week 10).