



# BUS 305

## Global Business and Environmental Risk

S2 Evening 2017

*Dept of Marketing and Management*

### Contents

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<a href="#"><u>General Information</u></a>	2
<a href="#"><u>Learning Outcomes</u></a>	3
<a href="#"><u>Assessment Tasks</u></a>	3
<a href="#"><u>Delivery and Resources</u></a>	10
<a href="#"><u>Unit Schedule</u></a>	11
<a href="#"><u>Learning and Teaching Activities</u></a>	14
<a href="#"><u>Policies and Procedures</u></a>	14
<a href="#"><u>Graduate Capabilities</u></a>	15
<a href="#"><u>Changes from Previous Offering</u></a>	18

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## General Information

Unit convenor and teaching staff

Unit Convenor, Lecturer

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Credit points

3

Prerequisites

39cp or (6cp in BBA or BUS units at 200 level)

Corequisites

Co-badged status

Prerequisites 39cp

### 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:

Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.

Gain practical experience of how to assess economic, political, social and environmental risks in a real international business scenario.

Make effective recommendations to manage economic, political, social and environmental risk in a real international business scenario.

Build awareness of contemporary issues in an international business context.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">AT1: Individual Case Study</a>	30%	No	Week 4, 5, or 6
<a href="#">AT2: Major Consultancy Project</a>	30%	No	Week 11, 23/Oct/2017 at 5pm
<a href="#">AT3: Final Examination</a>	40%	No	TBA Exam Period

### AT1: Individual Case Study

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

Weighting: **30%**

**AT1: Individual Case Study**

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

Weighting: **30%**

**Requirements:**

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

Cases Number

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

Environmental impacts from economic growth

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 essay. A written record of your choice needs to be made in the 1st tutorial with your tutor.**

**Submission:**

- Turnitin Online submission is required on the same day of your tutorial hard-copy submission of the chosen week (Week 4, 5 or 6) by 5 pm.
- At the beginning of your chosen case/week, you are to submit a 2,000-word essay (A4 size, TYPED, decide your font size and style- make it presentable) to your tutor.
- Blend your answers of the case study questions into **an essay format**.

**Late Submission Policy:**

No extensions will be granted. Students who have not submitted the task before the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies 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.
- Marking criteria are available on ilearn.

On successful completion you will be able to:

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- Build awareness of contemporary issues in an international business context.

## **AT2: Major Consultancy Project**

Due: **Week 11, 23/Oct/2017 at 5pm**

Weighting: **30%**

### **AT2: Major Consultancy Project**

**IMPORTANT NOTE: This major consultancy project is worth 30 marks. It contains two**

**components: 50% (15 marks) as the group report. The other 50% (15 marks) are assessed on the individual's contribution to the presentation.**

First Component: Group Report (15 marks)

Due: **Week 11**

Weighting: 15%

**Requirements:**

- 5,000 words 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 foreign renewable energy company presenting in Australia** on:

**“The global/Australian economic, Australian political, social and environmental opportunities and risks facing the company in the next five years.”**

Reports shall be prepared as if they are submissions to a client in real life. Criteria for assessing assignments are listed below:

1. Understanding of the impact of economic environment towards renewable energy firms in Australia;
2. Understanding the impact of host country business policy for a particular industry;
3. Understanding the dilemmas, challenges, opportunities, and risks faced by these renewable energy companies in the social and environmental context;
4. Quality of selected case company: originality and initiative in the collection, analysis and interpretation of data to the above key perspectives;
5. Quality of research: research ability and analytical skills for critical thinking and realistic recommendations (minimum 15 academic articles required as part of the references);
6. Application and Implications: the 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 consulting 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.
- Marking criteria are available on ilearn.

**Submission:**

- 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. It may contain ‘the selected company’, ‘the group work allocations’, ‘the group meetings records’, ‘key issues will be covered in the report’, ‘presentation preparation records’, etc. (Feedback will be given by tutors, although it will not be counted towards the final course mark).
- At the beginning of your week 11 tutorial, you are required to submit the **GROUP REPORT** on Turnitin **ONLY**.
- **ONE GROUP** per submission.
- Online submission deadline is on Monday 23/ Oct/ 2017 in Week 11 at 5 pm
- **NO** hard copy is required.

Second Component: Presentation (15 marks)

Due: **Week 11- Week 13**

Weighting: **15%**

**Submission:**

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

**Requirements:**

- 25 minutes presentation (SHARP. Only 25 mins per group is available.)
- Presentation shall be designed based on the group report
- **Students will be marked** base on **individual performance**
- Marking criteria are available on ilearn.

**Note:**

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

**Late Submission Policy for AT2:**

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply to cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:

- Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
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## **AT3: Final Examination**

Due: **TBA Exam Period**

Weighting: **40%**

## **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 Disruption to Studies.

If a Supplementary Examination is granted as a result of the Disruption to Studies 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.)

On successful completion you will be able to:

- Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
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- Build 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 the second week of the 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 unit convenor may be considered. The timetable for classes can be found on the University website 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.

### What is required to complete the unit satisfactorily?

1. Assessments (a passing grade means 50% of the overall assessments stated in the Unit Guide)
2. Final Exam (This unit doesn't require a double pass to pass the unit).

### 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.businessandconomics.mq.edu.au/undergraduate\\_degrees/prizes\\_scholarships](http://www.businessandconomics.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 laptop computer on campus.
- All students will also be required to use PPT (or similar program) for group presentation (AT3) in the course.

**Learn access of the unit:**

<http://ilearn.mq.edu.au/course>

## Unit Schedule

Week	Lecture topic and reading	Tutorial Activities
1	<b>Course Introduction &amp; Institutional Theory</b>  Reading: Section 1 Extract 1  'Understanding Politics, Laws and Economics'	<b>No tutorial</b>

<p>2</p>	<p><b>Political Risks and Terrorism</b></p> <p>Reading: Section 2 Extract 2 &amp; 4</p> <p>Reading: Harvard Business School Press Bundle on case study method learning:</p> <ul style="list-style-type: none"> <li>• What is a case?</li> <li>• How to analyse a case?</li> <li>• How to discuss a case?</li> <li>• How to write a Case-based Essay</li> </ul> <p><b>'Political Systems and Their Rules'</b></p> <p><b>'Africa, Asia and the Pacific Rim'</b></p>	<p><b>-Introduction to the course and assessments and case study analysis.</b></p> <p><b>-Establish groups for AT2.</b></p> <p><b>-Assign the group presentation week for AT3.</b></p> <p><b>-Assign the individual case analysis due date for AT1.</b></p>
<p>3</p>	<p><b>International Ethics &amp; Corruption</b></p> <p>Reading: Section 3 Extract 5</p> <p><b>'Business Ethics and Ethical Decision Making'</b></p>	<p><b>- Individual project and Group Project</b></p> <p><b>- Discussion and Consultation</b></p>
<p>4</p>	<p><b>International Corporate Governance</b></p> <p>Reading: Section 4 Extract 6</p> <p><b>'Corporate Governance'</b></p>	<p><b>- CASE 1: Bali Bombing</b></p> <p><b>- Case Discussion</b></p> <p><b>- AT1 Individual case analysis due</b></p>
<p>5</p>	<p><b>International Corporate Governance</b></p> <p>Reading: Section 4 Extract 7</p> <p><b>'Global Economic Watch: Impact on International Business'</b></p>	<p><b>- CASE 2: Rio Tinto in China</b></p> <p><b>- Case Discussion</b></p> <p><b>- AT1 Individual case analysis due</b></p>
<p>6</p>	<p><b>International Organisations</b></p> <p>Reading: Section 5 Extract 8</p> <p><b>'Capitalizing on Global and Regional Integration'</b></p>	<p><b>- CASE 3: Global Economic Crisis: Impact on International Business</b></p> <p><b>- Case Discussion</b></p> <p><b>- AT1 Individual case analysis due</b></p>

<p>7</p>	<p><b>Corporate Social Responsibility of MNEs</b></p> <p>Reading: Section 6 Extract 9</p> <p><b>'Social Responsibility in a Global Environment'</b></p>	<p>- Conception Day</p> <p>- Group consultation</p>
<p><b>MID-TERM BREAK (2 Weeks: 18-September-2017 to 1-October-2017)</b></p>		
<p>8</p>	<p><b>Environmental Responsibility</b></p> <p>Reading: Section 7 Extract 10</p> <p><b>'Global Air Quality: Policies for Ozone Depletion and Climate Change'</b></p>	<p>- CASE 4: BP Gulf Coast Disaster and Recovery</p> <p>- Case Discussion</p> <p>- AT2 progress statement due</p>
<p>9</p>	<p><b>Environmental Responsibility</b></p> <p>Reading: Section 7 Extract 11</p> <p><b>'Sustainable Development: International Environmental Agreements and International Trade'</b></p>	<p>- CASE 5: Decoupling Case: natural resource use &amp; environmental impacts from economic growth</p> <p>- Case Discussion</p>
<p>10</p>	<p>Sustainable Approaches</p> <p>Reading: Section 8 Extract 12</p> <p><b>'Sustainable Approaches: Industrial Ecology and Pollution Prevention'</b></p>	<p>- Case 6: Environmental impacts from economic growth</p> <p>- Case Presentation</p>
<p>11</p>	<p><b>Community Relations</b></p> <p>Reading: Section 9 Extract 13</p> <p><b>'Community Relations and Strategic Philanthropy'</b></p>	<p>- AT2 Group Report Due on Monday 23/ Oct/ 2017 at 5 pm</p> <p>- AT3 Group Presentation starts</p>

12	Guest Lecture	- AT3 Group Presentation
13	FINAL EXAM REVISION SESSION Final exam consultation	- AT3 Group Presentation

## Learning and Teaching Activities

### Research and Practice

- Journal of World Business - Journal of International Business Studies - Management and Organization Review - Global Strategy Journal - 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\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html)

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

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html)

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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/)

## Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](#).

## 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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

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

## Graduate Capabilities

### 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**

- Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- Gain practical experience of how to assess economic, political, social and environmental risks in a real international business scenario.
- Make effective recommendations to manage economic, political, social and environmental risk in a real international business scenario.
- Build awareness of contemporary issues in an international business context.

## **Assessment tasks**

- AT1: Individual Case Study
- AT2: Major Consultancy Project
- AT3: 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**

- Gain practical experience of how to assess economic, political, social and environmental risks in a real international business scenario.
- Make effective recommendations to manage economic, political, social and environmental risk in a real international business scenario.
- Build awareness of contemporary issues in an international business context.

## **Assessment tasks**

- AT1: Individual Case Study
- AT2: Major Consultancy Project
- AT3: Final Examination

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in



order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## **Learning outcomes**

- Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- Gain practical experience of how to assess economic, political, social and environmental risks in a real international business scenario.
- Make effective recommendations to manage economic, political, social and environmental risk in a real international business scenario.
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## **Assessment tasks**

- AT1: Individual Case Study
- AT2: Major Consultancy Project
- AT3: Final Examination

## **Socially and Environmentally Active and Responsible**

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

## **Learning outcomes**

- Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- Gain practical experience of how to assess economic, political, social and environmental risks in a real international business scenario.
- Make effective recommendations to manage economic, political, social and environmental risk in a real international business scenario.
- Build awareness of contemporary issues in an international business context.

## **Assessment tasks**

- AT1: Individual Case Study
- AT2: Major Consultancy Project
- AT3: Final Examination

## **Changes from Previous Offering**

- Modified the assessment AT1.
- Modified the assessment AT2.
- Added case study learning method skills.