BUS 305
Global Business, Society and Environment
D2 2012

Marketing and Management

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# General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
<th>Other Staff</th>
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</thead>
<tbody>
<tr>
<td>Rob Jack</td>
<td></td>
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<tr>
<td><a href="mailto:rob.jack@mq.edu.au">rob.jack@mq.edu.au</a></td>
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<tr>
<td>Contact via <a href="mailto:rob.jack@mq.edu.au">rob.jack@mq.edu.au</a></td>
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<tr>
<th>Unit Convenor</th>
<th>Other Staff</th>
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<tr>
<td>Ronald Innis</td>
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<tr>
<td><a href="mailto:ronald.innis@mq.edu.au">ronald.innis@mq.edu.au</a></td>
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<td>Contact via <a href="mailto:ronald.innis@mq.edu.au">ronald.innis@mq.edu.au</a></td>
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<tr>
<td>By Arrangement by email</td>
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<tr>
<th>Credit points</th>
<th>3</th>
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<table>
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<tr>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>BUS301</td>
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<tr>
<th>Co-badged status</th>
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<table>
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<tr>
<th>Unit description</th>
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<td>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 much better 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.</td>
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# Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at [https://students.mq.edu.au/important-dates](https://students.mq.edu.au/important-dates)

# 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.

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<tr>
<td>Individual Case Study</td>
<td>20%</td>
<td>Week 3,4</td>
</tr>
<tr>
<td>Group Report and Presentation</td>
<td>40%</td>
<td>Week 15</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

**Individual Case Study**

Due: **Week 3,4**
Weighting: 20%

15% Individual case analysis,
5% leading discussion

This Assessment Task relates to the following Learning Outcomes:

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

**Group Report and Presentation**

Due: **Week 15**
Weighting: 40%

• 30% written report,
• 5% (individual) presentation,
• 5% (individual) peer assessment

This Assessment Task relates to the following Learning Outcomes:

• 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.
Final Examination

Due: University Examination Period
Weighting: 40%

Examination conditions

What is required to complete the unit satisfactorily

This Assessment Task relates to the following Learning Outcomes:

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

Delivery and Resources

Classes

• Number and length of classes: 1x1 hour lecture, 1x1 hour group activity and 1x1 hour tutorial
• The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au

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 material: 8 case studies posted on the course website
• Recommended Texts:

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 ilearn.mq.edu.au

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.
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.
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.

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture topic and reading</th>
<th>Tutorial/Case discussions</th>
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<tbody>
<tr>
<td>1</td>
<td>3/8/2012</td>
<td>INSTITUTIONAL THEORY</td>
<td>No tutorial</td>
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<tr>
<td></td>
<td></td>
<td>Reading; Peng, Global Chapter 2 ‘Understanding Politics, Laws and Economics’</td>
<td></td>
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<tr>
<td>2</td>
<td>10/8/2012</td>
<td>FRAMEWORKS FOR STRATEGIC ANALYSIS</td>
<td>Introduction to project and case study analysis.</td>
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<td></td>
<td></td>
<td>Peng Ch 1, Global Strategy, “Strategising Around the Globe”</td>
<td>Computer lab work</td>
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https://unitguides.mq.edu.au/unit_offerings/13040/unit_guide/print
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Notes</th>
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</table>
| 3    | 17/8/2012| POLITICS, TERRORISM AND OTHER RISKS                     | 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*          |
| 4    | 24/8/2012| INTERNATIONAL ETHICS & CORRUPTION                       | Reading: Thorne Chapter 5 ‘Business Ethics and Ethical Decision-making’ | Rio Tinto in China*    |
| 5    | 31/8/2012| INTERNATIONAL CORPORATE GOVERNANCE                      | Reading: Thorne Chapter 3 ‘Corporate Governance’                         | Global Economic Crisis: Impact on International Business |
| 6    | 7/9/2012 | CORPORATE SOCIAL RESPONSIBILITY OF MNES                 | Reading: Thorne Chapter 12 ‘Social Responsibility in a Global Environment’ | Indian Clothing Industry |
| 7    | 14/9/2012| INTERNATIONAL ORGANISATIONS                             | Reading: Peng Chapter 8 ‘Capitalizing on Global and Regional Integration’  
[Optional Reading: Chapter 3 ‘Organisation and Financing of Terrorism’] | Blood Diamonds*  
Computer labwork |
| 8    | 5/10/2012| "An Inconvenient Truth" Video Review                   |                                                                        | Group Report Consultations  
Computer labwork |
| 9    | 12/10/2012| ENVIRONMENTAL RESPONSIBILITY                            | Readings: Callan Chapter 13 ‘Global Air Quality’                         | Global Emissions Trading Scheme* |
| 10   | 19/10/2012| SUSTAINABLE DEVELOPMENT                                 | Callan 20 ‘Sustainable Development: Environmental Agreements and International Trade’ | UNEP ‘Decoupling’ Report* |
| 11   | 26/10/2012| INDUSTRIAL ECOLOGY                                      | Reading: Callan 21 ‘Sustainable Approaches: Industrial Ecology and Pollution Prevention’ | Fuji Xerox*  
HARD COPY OF FINAL REPORT DUE |
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:


**Special Consideration Policy** [http://www.mq.edu.au/policy/docs/special_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

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

### 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:


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.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

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/policy.html

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/.

UniWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service

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

Equity Support

Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

IT Help

If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/help
Graduate Capabilities

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- Make effective recommendations to manage social and environmental risk in an international business.

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

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 social and environmental risks in an international business.

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:

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 and it outlines what can be done.
Learning outcomes

- Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
- Make effective recommendations to manage social and environmental risk in an international business.

Assessment task

- Group Report and Presentation

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

- 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.

Assessment tasks

- Individual Case Study
- Group Report and Presentation

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.
- Make effective recommendations to manage social and environmental risk in an international business.
Assessment task

• Group Report and Presentation

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 outcome

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

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

• Understand terms, concepts, frameworks, models and theories relevant to global business, society and environment.
• Make effective recommendations to manage social and environmental risk in an international business.

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

• 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.

Research and Practice

• This unit uses research by Macquarie University researchers
• This unit uses research from external sources
• This unit gives you practice in applying research findings in your assignments
• This unit gives you opportunities to conduct your own research