# BUS 201

## Introduction to Global Business

S1 Day 2015

*Dept of Marketing and Management*

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**Disclaimer**

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https://unitguides.mq.edu.au/unit_offerings/47502/unit_guide/print
## General Information

Unit convenor and teaching staff  
Unit Convenor and Lecturer  
Murray Taylor  
[mailto:murray.taylor@mq.edu.au](mailto:murray.taylor@mq.edu.au)  
Contact via email or in person  
E4A512  
Wednesdays 2-3pm. I am also happy to discuss matters with students at the end of each lecture.

Tutor  
Douglas Howe  
[mailto:douglas.howe@mq.edu.au](mailto:douglas.howe@mq.edu.au)  
Contact via email or in person  
Consultation hours to be disclosed in tutorials

Tutor  
Hector Viveros  
[mailto:hector.viveros@mq.edu.au](mailto:hector.viveros@mq.edu.au)  
Contact via email or in person  
Consultation hours to be disclosed in tutorials

Tutor  
Monica Rouvellas  
[mailto:monica.rouvellas@mq.edu.au](mailto:monica.rouvellas@mq.edu.au)  
Contact via email or in person  
Consultation hours to be disclosed in tutorials

Yang Yang  
[mailto:yang.yang@mq.edu.au](mailto:yang.yang@mq.edu.au)

| Credit points | 3 |

| Prerequisites | BBA102 or admission to BeBus |

| Corequisites |

| Co-badged status |
Unit description
International business includes all business activities that involve business organisations from two or more countries. Although international business has many similarities with domestic business, there are significant differences which this unit examines. At an international level, managers must accommodate a highly complex environment. Key variables in this environment include: different currencies; different government policies concerning trade; subsidies and controls on foreign investment; as well as the variables that exist in any domestic environment such as competition, costs and customer characteristics. Topics examined in the unit include: forms of international business; the political and cultural context of international business; theories of international trade and investment; regional economic integration; and an introduction to multilateral institutions such as the IMF, the World Bank group and the World Trade Organisation.

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:

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>10%</td>
<td>Week 5&amp;6</td>
</tr>
<tr>
<td>Individual Assignment</td>
<td>30%</td>
<td>In tutorials</td>
</tr>
<tr>
<td>Group Report</td>
<td>20%</td>
<td>Monday 4pm 18th May</td>
</tr>
</tbody>
</table>

https://unitguides.mq.edu.au/unit_offerings/47502/unit_guide/print
Presentation

Due: **Week 5&6**
Weighting: **10%**

Submission: This must be submitted in Week 5&6 to your tutor in your regular tutorial class.

Extension: No extensions will be granted. Students who have not presented 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 (also known as Disruption to Studies in the University Policy) is made and approved.

Penalties: See above

What is required to complete the assessment satisfactorily:

**The Presentation is worth 10% of your final grade. It is due in weeks 5 and 6 in tutorials. It is marked individually.**

You will be required to join a group (of no more than four students, preferably three). In your group you will give a presentation that will not exceed 12 minutes (as a group) with each student talking for no longer than 3 minutes.

Presentations will start in **Week Five** in tutorials and it is expected that you will provide a printed copy of the slides to the tutor along with the presentation. Although your presentation will be presented as a group you will be individually assessed based on the marking criteria attached to the assessment guide. There will be an emphasis on your presentation style and delivery as well as content. It is expected that every group member participates equally.

Please see the Assessment Guide for more information regarding this assignment

On successful completion you will be able to:

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Individual Assignment

Due: **In tutorials**
Weighting: **30%**

https://unitguides.mq.edu.au/unit_offerings/47502/unit_guide/print
Submission: A hard copy must be submitted to your tutor in class. If we do not receive a hard copy from you by the time and date of your tutorial, you will receive a penalty for each day it is late up to 72 hours. Please note that some coursework will be unable to be completed without tutorial attendance.

Extension: No extensions for this assessment task will be granted except for cases in which an application for Special Consideration (also known as Disruption to Studies in the University Policy) is made and approved.

Penalties: If the student is unable to produce work within their allotted tutorial they will receive a 10% penalty for each day it is late. Submissions will not be accepted after 72 hours. Students who fail to attend their tutorial will be required to discuss this with their tutor.

What is required to complete the assessment satisfactorily:

The individual assignment is worth 30% of your final grade.

Each student will be expected to submit coursework throughout the unit. The format for the assessment will be a combination of short answer and essays. However, the specific format will differ from week to week. Over the semester, 3 weeks of coursework will be assessed. Each of the three weeks will account for 10% of your total grade. Students should be aware that coursework details will be made available during lectures in the prior week. It is expected that each student is prepared for and attends the tutorial. Please note that some coursework will be unable to be completed without tutorial attendance. The three selected weeks of assessment will be chosen at random.

Late tasks will not be accepted after 72 hours. This penalty does not apply for cases in which an application for special consideration is made and approved.

Please see the Assessment Guide for more information regarding this assignment.

On successful completion you will be able to:

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Group Report

Due: **Monday 4pm 18th May**
Weighting: **20%**

Submission: A hard copy must be submitted to BESS by Week 11 - Monday 4pm 18th May.
Submission on an earlier date to your tutor is acceptable. You will need to submit a soft copy to Turnitin on iLearn for plagiarism checking (NOTE: electronic submission is NOT a substitute for the hard copy, if we do not receive a hard copy from you by the due date, you will receive zero marks for the assessment)

Extension: No extensions for this assessment task will be granted except for cases in which an application for Special Consideration (also known as Disruption to Studies in the University Policy) is made and approved

Penalties: 10% for each day that it is late up to 72 hours after the due date.

What is required to complete the assessment satisfactorily:

The Group Report is worth 20% of the final grade. It is due in Week 11 Monday 18th May to BESS and via Turnitin.

In the same group as the group presentation you will develop a 4500 word written REPORT.

As this is a group exercise all members of the group are expected to contribute actively and substantially. While it is understood that some members of the group may provide more input in the research, whereas others may do more of the actual written work, the group will be required to acknowledge that all group members have given quality time to the project.

Late tasks will be accepted up to 72 hours after the submission deadline. 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 for cases in which an application for special consideration is made and approved.

All group work is peer moderated (see Assessment guide)

Please see the Assessment Guide for more information regarding this assignment

On successful completion you will be able to:

- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Final Examination

Due: University Examination Period
Weighting: 40%

Examination conditions:

A compulsory two hour final exam will be set during the exam period. The examination will be ‘closed book’. The format of the final exam will be long essay questions.

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

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:

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
• Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
• Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Delivery and Resources

Classes

This unit is taught using lectures and applications lectures (whole-of-class tutorials). The course consists of 36 hours of instruction.

The timetable for classes can be found on the University web site at http://www.timetables.mq.edu.au/

Required Texts and/or Materials

BUS201 Global Business 4e Compiled by Murray Taylor for Macquarie University, McGraw-Hill Australia and is available for purchase at the University Bookshop

Other required readings will be made available through eReserve and the iLearn web page.

Changes since the units previous offering

There are no changes from the previous semester in this unit.

Technology Used and Required

Students need access to a personal computer throughout the semester as much of the submitted work will be typed and students are required to keep a copy of all work, and students will need access to iLearn on a very regular basis as that will be our method of communication and allocation and submission of assessments.

Requirements for satisfactory completion

Students need to achieve a final result of 50% or more to satisfactorily complete the requirements of the unit.

Unit Web Page

Course material is available on the learning management system (iLearn) http://ilearn.mq.edu.au

Timetables and timetabling information can be found at http://timetables.mq.edu.au

Unit Schedule

Lecture Schedule
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Corresponding textbook chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction and Expectations—Explanation of unit outline &amp; course expectations</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Beginning</td>
<td>The implications of globalisation</td>
<td>pgs 1-73</td>
</tr>
<tr>
<td>23 February</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>International trade and investment theory</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>Beginning</td>
<td>The conceptual basis and theoretical benefits of trade and investment</td>
<td>pgs 73-116</td>
</tr>
<tr>
<td>2 March</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 3</td>
<td>The Political Economy of Trade and Investment</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Beginning</td>
<td>WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism</td>
<td>pgs 116-174</td>
</tr>
<tr>
<td>9 March</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 4</td>
<td>Foreign Exchange</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Beginning</td>
<td>The impact of foreign exchange for IB</td>
<td>pgs 174-202</td>
</tr>
<tr>
<td>16 March</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 5</td>
<td>International Monetary System</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>Beginning</td>
<td>The monetary system and capital markets major players, and systems</td>
<td>pgs 202-230</td>
</tr>
<tr>
<td>23 March</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 6</td>
<td>Foreign Direct Investment</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Beginning</td>
<td>History and structures</td>
<td>pgs 230-262</td>
</tr>
<tr>
<td>30 March</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MID SEMESTER BREAK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 7</td>
<td>Regional Economic Integration</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>Beginning</td>
<td>Different economic systems and their implication for international business</td>
<td>pgs 262-295</td>
</tr>
<tr>
<td>20 April</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 8</td>
<td>Culture and Business</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>Beginning</td>
<td>The implications of culture for business</td>
<td>pgs 295-336</td>
</tr>
<tr>
<td>27 April</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 9</td>
<td>National Differences in Political Economy</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>Beginning</td>
<td>Political, legal and transitional variations</td>
<td>pgs 336-386</td>
</tr>
<tr>
<td>4 May</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Economic Environment and Development

- **Week 10**
  - **Beginning:** 11 May
  - **Issue:** Issues and levels of economic development
  - **Chapter:** Chapter 10
  - **Pages:** pgs 386-440

### Ethics and Corporate Responsibility

- **Week 11**
  - **Beginning:** 18 May
  - **Issue:** Behaving responsibly around the world
  - **Chapter:** Chapter 11
  - **Pages:** pgs 440-475

### The Rise of Emerging Markets

- **Week 12**
  - **Beginning:** 25 May
  - **Issue:** An examination of emerging markets and their expanding role in global business
  - **Note:** No chapter in text – see lecture and iLearn for more details

### Course Review

- **Week 13**
  - **Beginning:** 1 June
  - **Issue:**
  - **Exam Preparation:**
  - **Assignments:** N/A

### Tutorial Schedule

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Assigned Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>No tutorials in Week 1</td>
<td></td>
</tr>
</tbody>
</table>
| Week 2  | Globalisation | Tutorial discussion – The globalisation of markets in our everyday lives.  
Read Chapter 1 and readings, answer assigned questions  
Form groups |
| Week 3  | International Trade and Investment Theory | Bring laptops to tutorials.  
Read Chapter 2 and readings, answer assigned questions  
Finalise groups |
<p>| Week 4  | Political Economy | Read Chapter 3 and readings, answer assigned questions |</p>
<table>
<thead>
<tr>
<th>Week 5</th>
<th>Group Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 6</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>MID SEMESTER BREAK</td>
<td></td>
</tr>
<tr>
<td>Week 7</td>
<td>Foreign Direct Investment</td>
</tr>
<tr>
<td>Week 8</td>
<td>Regional Economic Integration</td>
</tr>
<tr>
<td>Week 9</td>
<td>Culture and Business</td>
</tr>
<tr>
<td>Week 10</td>
<td>National Differences in Political Economy</td>
</tr>
<tr>
<td>Week 11</td>
<td>Economic Environment and Development</td>
</tr>
<tr>
<td>Week 12</td>
<td>Ethics and Corporate Responsibility</td>
</tr>
<tr>
<td>Week 13</td>
<td>Emerging Markets and Course revision</td>
</tr>
</tbody>
</table>

**Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central](https://unitguides.mq.edu.au/unit_offerings/47502/unit_guide/print). 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
Disruption to Studies Policy 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/

**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.

**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

**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/

Disruption to Studies 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 Disruption to Studies 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:


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) 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.
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

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Assessment tasks

- Presentation
- Individual Assignment
- Group Report
- 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**

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
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**Assessment tasks**

- Presentation
- Individual Assignment
- Group Report
- 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**

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
• Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
• Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
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Assessment tasks

• Presentation
• Individual Assignment
• Group Report
• 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

• Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
• Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Assessment tasks

• Presentation
• Individual Assignment
• Group Report
• Final Examination

Changes from Previous Offering

This unit has updated its individual assessment component and the textbook from Session 2 2014.
Research & Practice, Global & Sustainability

BUS 201 is a unit that is focused around the global business environment. This extends to the importance of global contexts. This is a key theme throughout the unit and is prevalent in the units learning outcomes and assessment tasks.

The issue of sustainability is also a key element of the unit material. Within the course, we will discuss the importance of sustainability for harmony and wellbeing e.g. human rights, economies and economic wellbeing e.g. trade and development systems, and implementation and governance e.g. participation of stakeholders in decision making.

Research and Practice

TEXTBOOKS


Peng, M., (2013) Global, Mason, Ohio, Southwestern Cengage Learning, (ON RESERVE)


ACADEMIC JOURNALS

There is a range of journals in the fields of international business and management. The titles below are indicative only of such publications. Most are available on the library databases:
PERIODICALS

There is a range of periodicals in the fields of international business and management. The titles below are indicative only of such publications:

- Business Review Weekly (BRW)
- Business Week (Asian edition)
- Harvard Business Review
- The Wall Street Journal
- The Economist

USEFUL WEBSITES

- Department of Foreign Affairs and Trade: http://www.dfat.gov.au/
- World Trade Organisation: http://www.wto.org/
- International Monetary Fund: http://www.imf.org/
- UNCTAD-United Nationals Conference on Trade and Development: http://wwwunctad.org/
- International Trade Centre: http://www.intracen.org/
- International business news:
  - orthodox views:
    - The Economist - http://www.economist.com (some parts available only on subscription)
  - alternative views:
    - Green Left Weekly - http://www.greenleft.org.au
    - New Internationalist - http://www.newint.org