

# **Global Business Management: Managing Across Borders**

## **MODULE OUTLINE**

DURATION: 3 WEEKS X 2

**INSTRUCTOR:**     **Dr Paresh Wankhade**  
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### **Module Overview**

This module aims to enable students to critically analyse the impact of global business environment on nations and organisations. This module provides students with an opportunity to study how involvement in global business affects the management and operations of organisations.

### **Module Aims:**

This module aims to enable students to critically analyse the impact of global business environment on nations and organisations. Key aims include:

1. To acknowledge and address different cultural and academic convention and practices within business environments.
2. To develop knowledge and understanding on the theory of international business, the international business environment and the implications for nations and for the actual practice of international business.
3. To provide students with a framework to evaluate an international project.
4. To apply and develop linguistic confidence through group-work and presentations.
5. To understand global business perspectives

### **Module Learning Objectives**

By the end of this module students will be able to:

1. Understand and critically evaluate international trade theories and the politics of international trade.
2. Critically analyse the impact of globalisation and global business on countries and organisations.

### 3. Critically evaluate an international project

#### **Teaching**

- Each session will have a taught component and student activities including case studies.
- Teaching style will take the form of lectures, group work, student presentation and debate.
- Students will be constantly encouraged to actively participate in class discussion and activities.

#### **Indicative Timetable**

Session No.	Lecture	Student Activity
One	Globalisation (What is globalisation, Drivers, Implications)	Globalisation Debate (Standardisation Vs Localisation)
Two	Introduction to trade theories (Absolute and comparative advantage, Factor endowments, New trade theory, Porter's diamond)	Business Trading Game
Three	The Politics of Global Trade mechanism (Barriers to trade, Regional integration, World trade organisation)	Case Study discussion
Four	International Projects (Introduction to international projects; Entry mode)	Video Case study Understanding entry modes into the Chinese markets
Five	Introduction to Macro external business environment- Political, Economic, Socio-cultural and Technological influences	Case study- IKEA
Six	Using concepts introduced during the module, students will make PowerPoint group presentations by critically evaluating an international business project. This project can be either the expansion of an existing product or service or a new foreign business opportunity. Tutor feedback will be provided.	

**Core Text:**

Hill, C. (2007) *International Business: Competing in the Global Marketplace*. 6th ed. International edition. McGraw-Hill.

**Recommended reading:**

These are some suggestions, there are many more academic texts your own interest or research may direct you to.

Bartlett, C., Ghoshal, S., and Beamish, P. (2008) *Text, Cases and Readings in Cross-Border Management*. 5<sup>th</sup> international ed. Singapore: McGraw-Hill.

Bhagwati, J. (2004) *In Defense of Globalization*. Oxford: Oxford University Press.

Craig, C.S. and Douglas, S.P. (2005) 3<sup>rd</sup> ed. *International Marketing Research*. West Sussex: Wiley.

Czinkota, M., Ronkainen, I. and Moffett, M. (1999) *International Business United States of America*: Harcourt Brace & Company.

Dornier, P. et al (1998) *Global Operations and Logistics: Text and Cases*. United States of America: John Wiley & Sons Inc.

El Kahal, S. (2001) *Business in Asia Pacific*. Oxford: Oxford University Press.

Kirkbride, P. and Ward, K. (2001) *Globalisation: The Internal Pressures*. Chichester: John Wiley & Sons.

Morrison, J. (2006) 2<sup>nd</sup> ed. *The International Business Environment: Global and Local Marketplaces in a Changing World*. London: Palgrave.

Scollon, R. and Wong Scollon, S. (2001) *Intercultural Communication* 2<sup>nd</sup>. Ed. Oxford: Blackwell Publishers.

Van Marrewijk, C. (2002) *International Trade and the World Economy*. Oxford: Oxford University Press.

**Journals:**

Journal of South Asian Studies  
The Economist  
Emerald Online Journal  
Management Today  
South East Europe Review

## **Useful Websites**

World Trade Organisation

[www.wto.org](http://www.wto.org)

United Nations

[www.un.org](http://www.un.org)

Organisation for Economic Development

[www.oecd.org](http://www.oecd.org)

European Union

[www.europa.eu.int](http://www.europa.eu.int)

[www.eurunion.org](http://www.eurunion.org)

Department of Trade and Industry

[www.dti.gov.uk](http://www.dti.gov.uk)

UK Trade and Investment

[www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk)

Statistics UK

[www.statistics.gov.uk](http://www.statistics.gov.uk)

The Economist

[www.economist.com](http://www.economist.com)

Financial Times

[www.ft.com](http://www.ft.com)

Foreign and Commonwealth Office

[www.fco.gov.uk](http://www.fco.gov.uk)

Scholar Google

[www.scholar.com](http://www.scholar.com)

## **PERSONAL INFORMATION**

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Dr Paresh Wankhade has considerable teaching experience and has been involved in teaching undergraduate and postgraduate students in business, international marketing, research methods, leadership, HRM and project management. A former civil servant, he has a PhD in Organisational Studies from the UK. He also holds a masters degree in Public Administration (MPA) and a university teaching qualification (PGCE) also from the UK. He is a member of various professional bodies including British Association of Management, International Research Society in Public Management and Association of Qualitative Research. His other research interests include organisational learning, leadership in healthcare and international trade.