



**University of International Business and Economics  
International Summer School**

**MGT430 Business Context**

**Term: June 13<sup>th</sup> – July 14<sup>th</sup>, 2022**

**Instructor: SHUBO LIU**

**Home Institution: CENTRAL UNIVERSITY OF FINANCE AND ECONOMICS**

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**Class Hours: Monday through Friday, 120 minutes each day (2,400 minutes in total)**

**Discussion Session: 2 hours each week**

**Office Hours: TBD**

**Total Contact Hours: 64 contact hours (45 minutes each, 48 hours in total)**

**Location: WEB**

**Credit: 4 units**

**Course Description:**

International business does not occur in a vacuum. It happens and, is indeed, constituted and embedded in specific contexts: spatial and temporal; material and non-material; social and natural; internal and external to the key actors; and, at various levels including national and international, domestic, and foreign. This course will primarily focus on understanding these environmental aspects of international trade and investment and their managerial implications. With the aid of practical examples and key theories from multiple paradigms and perspectives linking environmental factors with business organizational strategies, structures, processes, identities, and performance, course participants will critically examine the main elements of the environment of international business (including its characteristics/dimensions, dynamics, and interrelationships with key actors) and its main effects on and implications for international business strategy as well as its influence on international trade patterns, regionalization, shifts in international finance, research and development and transnational data flows.

The course content will be organized around 6 major themes:

1. The Corporation
2. The Market and Globalization
3. Shareholders
4. Risk, Issues and Crisis Management
5. Business Growth and Sustainability
6. Inequality in workplace

**Course Goals:**

- Articulate the scope of societal impacts from business on a global community.
- Identify and observe components relevant to a global social responsibility debate.
- Recognize and appreciate the importance and impact of organizational decisions on society.
- Understand political influences between business and government, and the impetus for regulation and deregulation.
- Identify and understand the relationships between businesses and their many stakeholders.
- Make valid, reasoned arguments in support of socially responsible decision-making.
- Understand the importance of recognizing and challenging one’s own assumptions and prejudices.
- Understand the problems and challenges associated with balancing long and short-term objectives.
- Demonstrate an ability to utilize methods of ethical reasoning during decision-making.
- Understand the strength and weaknesses of using theoretical analysis and empirical tools when assessing business decisions.
- Evaluate and Critique business decisions, using various measures of social responsibility

**Required Textbook:**

*Business and Society: Ethics, Sustainability and Stakeholder Management.* Tenth Edition. Archie Carroll, Jill Brown, and Ann Buchholtz. Cengage Learning.

**Grading Policy:**

The grade for the course will be based on the following:

20% of the overall grading is based on homework. 80% based on final assessment (can be case analysis report or other similar assignment).

- ✧ Work seriously on the assignments and submit them on time.
- ✧ Attend all assignments on specified dates and time.
- ✧ Commit no acts or attempts of cheating on any assignment.
- ✧ Comply with all academic rules of UIBE and those of your home university. Evidence of cheating or submission of assignment that is not the product of your own work will result in a score of zero. Repeated occurrences may result in disqualification.

**Homework: reading assignments: textbook chapters and according papers/cases daily; team presentation work; individual case analysis written PPT/reports.**

**Grading Scale:**

Assignments and examinations will be graded according to the following grade scale:

<b>A</b>	90-100	<b>C+</b>	72-74
<b>A-</b>	85-89	<b>C</b>	68-71

<b>B+</b>	82-84	<b>C-</b>	64-67
<b>B</b>	78-81	<b>D</b>	60-63
<b>B-</b>	75-77	<b>F</b>	below 60

### Class Rules:

This course is a participatory seminar class. Lectures, discussions and debates, movies, and presentations will provide students with opportunities to reflect on their own biases and assumptions, develop skills necessary for recognizing business and society issues, and will require students to analyze, evaluate and defend business decisions. Particular emphasis will be given on individual responsibility in business decisions.

Students are expected to:

- ✧ Attend all classes and be responsible for all material covered in class and otherwise assigned.
- ✧ Complete the day's required reading and assignments before class.
- ✧ Review the previous day's notes before class; make notes about questions you have about the previous class or the day's reading.
- ✧ Participate in discussions and complete required written work on time.

### Additional course policies

- Students are requested to read the chapters in advance, as well as prepare the additional texts/ business classes. This will give the students a clear idea about the concepts exposed during class and makes them benefit from the course to the maximum degree.
- The University of International Business and Economics expects students to be honest in their academic work. Academic dishonesty is viewed as a serious violation of university rules and such misconduct is not accepted by academic community. Students must refrain from plagiarism, cheating and collusion in connection with examinations, submitting substantially the same piece of work to different classes and must fully acknowledge all the sources of ideas and all assistance received in work submitted to the instructor for evaluation. Violation of the rules of academic honesty may lead to suspension or disqualification of the student from further study at the University.

### COURSE OUTLINE:

<i>Wk</i>	<i>Date</i>	<i>TOPICS AND CHAPTERS</i>	<i>HOMEWORK</i>
1	<b>DAY 1</b>	The nature of business and its evolving contexts : a historical perspective	<b>Read Chapter 1 of textbook.</b>
	<b>DAY 2</b>	Corporations: Debates about the purpose of business & other types of	<b>Chapter 2</b>

		organizations	
	<b>DAY 3</b>	The Stakeholder Approach to Business: Shareholder value Vs. Stakeholder value	<b>Chapter 3</b>
	<b>DAY 4</b>	Corporate Governance and Variety of Capitalism	<b>Chapter 4</b>
2	<b>DAY 5</b>	Strategic Management and Corporate Public Policy	<b>Chapter 5</b>
	<b>DAY 6</b>	Risk, Issue, and Crisis Management	<b>Chapter 6</b>
	<b>DAY 7</b>	The “free market” system, globalization & Inequality, ideological debates	<b>Chapter 7-8</b>
	<b>DAY 8</b>	Case studies: Sinyi Real Estate Case; Starbucks Case; Best Buy China Case	Case assignments as team work
3	<b>DAY 9</b>	Business and Technology	<b>Chapter 9</b>
	<b>DAY 10</b>	Business in Global Arena	<b>Chapter 10</b>
	<b>DAY 11</b>	Business, Government, and Regulation	<b>Chapter 11</b>
	<b>DAY 12</b>	Business Influence on Government and Public Policy	<b>Chapter 12</b>
4	<b>DAY 13</b>	Consumer Stakeholders: Information Issues	<b>Chapter 13</b>
	<b>DAY 14</b>	Consumer Stakeholders: Product and Service Issues	<b>Chapter 14</b>
	<b>DAY 15</b>	Sustainability and the Natural Environment	<b>Chapter 15</b>
	<b>DAY 16</b>	Employee Stakeholders and Workplace Issues	<b>Chapter 16</b>
5	<b>DAY 17</b>	Employee Stakeholders: Privacy, Safety,	<b>Chapter 17</b>

		and Health	
	<b>DAY 18</b>	Employment Diversity and Discrimination	<b>Chapter 18</b>
	<b>DAY 19</b>	<b>Leading the institutional change; Conclusion and Team presentations</b>	<b>Chapter 19</b>
	<b>DAY 20</b>	<b>Team presentations and final remark.</b>	