BUSINESS 7000: SOCIAL CHALLENGES TO GLOBAL BUSINESS

How Business Manages Social & Environmental Risks

How does business deal with the challenges of corruption, environmental problems, poverty and social issues – and still make a profit?

In many industries today a sustainable return on investment requires taking risks – exploring new markets and dealing with complex social and environmental challenges. Some business leaders and executives are ill equipped to face this new and ever-changing environment.

In this course you will hear directly from successful business leaders and experts in international trade about how they deal with the complex problems of labour disputes, the environment, corruption, consumer issues, dire poverty and global security issues in the post September 11 world.

You will hear business leaders from industries as diverse as mining, banking, manufacturing and retail along with experienced consultants on the risks associated with importing and exporting into new markets. Underpinning the course is an understanding of trade opportunities and obligations with special sessions on the important role of the World Trade Organisation. There will also be the opportunity to discuss ethical issues with leading environmentalists and experts on labour rights and global poverty as you discover the importance of triple bottom line accounting – financial, social and environmental.

Quotes from Past Students

"As a mature aged student working in business at a managerial level, I found the course particularly useful for understanding locational risk issues and how to do business in a developing country. I also appreciated learning about how to manage child labour issues, corruption and issues to do with environmental sustainability." Master of Business Law student from Adelaide, working with Origin Energy

"As a marketing student, I found this course to be a breath of fresh air in my studies. It has provided me with the required tools and knowledge to work in global companies in such a way that respects more than just the commercial side of things. Its practical relevance makes this course a must to anyone who wants to work in the business world." Master of Commerce student from China

"As an International Relations student it was great to do a course which was far more practical than theoretical. The variety of assessments also allowed for the development of very useful work skills." Master of Arts student from Canada

Course Objective

This course is designed to explore contemporary social challenges for international business. The course aims to enhance business acumen in dealing with the practical, ethical and strategic implications of these challenges.

Features of the Course

There are two senior lecturers throughout the course who between them have a wealth of experience in the business of exporting to and importing, working in developing countries, identifying new markets and managing risk, dealing with government and civil society groups on international trade and social issues and experience working with global corporations on poverty and environmental issues.

Throughout the 12 week course there are guest lecturers from global corporations such as Mitsubishi, Newmont Mining and Beach Petroleum, ANZ and others as well as representatives from private businesses, trade unions and NGOs who work on issues to do with overseas aid, labour rights, corruption and sustainable environmental issues.

There are two special lectures on international trade issues for global business, including one from the former Deputy Director-General of the WTO.

Lectures follow a logical framework first dealing with internal corporate governance issues followed by separate lectures on social and environmental challenges. Lectures are generally designed to allow for interactive debate and discussion given the emphasis on students developing critical analysis and constructive questioning in dealing with complex issues.

Who Should Attend?

Designed for students undertaking post-graduate studies in Business, Commerce, Economics, Marketing, Engineering, Environmental Science, Law and International Relations.

Course Structure

The course is offered in semester 1 and 2 in 2008 and students should enrol in BUSINESS 7000 – Social Challenges to Global Business. The Course is scheduled for Fridays from 2:00pm – 5:00pm in the Napier Building, Room LG 24 (to be confirmed) and will cover the following topics:

- Globalisation and the Social Challenges for Global Business
- Identifying New Markets for Export and Import
- Corporate Social Responsibility
- Challenges for Exporters and Importers – Risk Management
- Corporate Governance and Corruption
- Globalisation and the Change Role of the WTO
- Dealing with Trade and Poverty Issues
- Resource Industries and Environmental Issues
- International Labour – Mobility, Wages and Rights
- Terrorism, Security and Consumer Protection Issues
- The Socially Responsible Corporate in the Modern Market Place
- Final Student Presentations and Discussion

Assessment

Assessment is based on a mix of student participation, student power-point presentations, one business report and a final assessment project /exam depending on which faculty you are from.

Further Information and Contact Details

Mr Jim Redden
Senior Lecturer
Institute for International Trade
The University of Adelaide
Level 1, Yarrabee House
Corner Botanic and Hackney Roads
Adelaide SA 5005 AUSTRALIA

Telephone: (08) 8303 6902
Facsimile: (08) 8303 6948
Email: james.redden@adelaide.edu.au
Website: http://www.iit.adelaide.edu.au/educ/pg/

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