

# ***THE INSTITUTE OF ECONOMIC AND POLITICAL STUDIES***

## ***CAMBRIDGE***

### **GLOBAL BUSINESS PERSPECTIVES**

#### **Course Description**

This course examines the nature of the context within which business operates in the contemporary world. The course analyses the political, economic and cultural dimensions of 'globalization', the development of the transnational corporation, global money and finance with reference to problems of regulation and stabilization and the changing relationship and balance of power between global business and the state. In discussing these issues the student will gain an insight into the importance of understanding these business perspectives vis-à-vis their impact on the overall management process and ultimately the competitive success of an organization.

#### **Lecture List**

- 1 & 2. The nature of capitalism and its historical development.  
Democracy and capitalism.
- 3 & 4. Theories of the market; its relation to the state; its global spread.
- 5 & 6. Theories of the firm; the global spread of the bureaucratic firm (TNCs and MNCs). Who controls the corporation and in whose interests and for whose benefit?
- 7, 8 & 9 Money and the evolution of global finance.
- 10 & 11. Globalization or continued 'localisation': the example of the Japanese model of capitalism

#### **READING LIST**

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|---|---|
| Held, D. et al.                         | Global Transformation: Politics, Economics & Culture                          |
| Held, D and McGrew, A. (eds)            | The Global Transformation Reader: an Introduction to the Globalisation Debate |
| Arrighi, G.                             | The Long Twentieth Century.   |
| Gilpin, R.                              | The Challenge of Global Capitalism in the 21 <sup>st</sup> . century          |
| Granovetter, M. and Swedberg, R. (eds.) | The Sociology of Economic Life  |
| Singh, K.                               | The Globalisation of Finance  |
| Strange, S.                             | The Retreat of the State  |

Smelser, N. and  
Swedberg, R. (eds.)  
Thompson, G. et al  
Yergin, D. & Yergin, S.

The Handbook of Economic Sociology.  
Markets, Hierarchies and Networks  
The Commanding Heights: the Battle between  
Government and the Marketplace

### **Method of Assessment**

A minimum of two essays of at least 2500 words to be submitted in weeks 6 and 12 of the semester. Class discussion and evidence of reading of the major texts assigned for each topic.

Note: If enrolment for this particular course is too low for it to be held as a two hour seminar with two required essays per semester it may be possible to run it as a one hour supervision with three essays per semester.