



GLOBAL CHALLENGES FOR BUSINESS

Topic Seminar Handbook

BUST08035 2018-2019

TOPIC SEMINARS: OUTLINES & PREPARATORY TASKS

Each week you will have topic seminars in small groups, facilitated by your tutor. These are DISCUSSION based seminars and require active engagement based on your own preparation. These seminars give you the opportunity to consider in greater depth a key global challenge issue, relating to the previous week's lectures. Seminars are a great chance to develop your critical thinking and discussion skills. This handbook covers the ESSENTIAL reading and thinking you need to do before each seminar.

SUMMARY

WEEK	TOPIC SEMINAR
1	No seminar
2	Exploring critical thinking
3	What is business?
4	Business & mental health
5	Plastics: everyday convenience or environmental catastrophe?
6	Activity week (no seminar)
7	POSTER PRESENTATIONS
8	Clothing industry & globalization
9	Gentrified consumption
10	Surrogacy & the creation of 'mother-workers'
11	Final case study

WEEK 2 TOPIC SEMINAR

EXPLORING CRITICAL THINKING

Preparing for the seminar:

1. You should attend the previous week's lectures.
2. There is no required reading for this first seminar.
3. However, you can prepare by considering the following questions:
 - a. What is the purpose of a University education?
 - b. What else do Universities do, other than teach?

WEEK 3 TOPIC SEMINAR

WHAT IS BUSINESS?

Preparing for the seminar:

1. You should attend the previous week's lectures.
2. You should read the required reading (listed below).
3. While reading, consider the following questions:
 - a. How do companies know whether they are doing well or not?
 - b. What indicators can managers use to monitor corporate performance?

Required reading:

- Previous week's lecture readings
- Caulkin, S. (2016) Companies with a purpose beyond profit tend to make more money: It is a paradox that the most profitable companies are not the most profit-focused. *Financial Times*, 2016, 24 Jan. Available: <https://www.ft.com/content/b22933e0-b618-11e5-b147-e5e5bba42e51>. Accessed 2018, 28 Aug.
- Talbot, L. (2016) How running companies for shareholders drives scandals like BHS. *The Conversation*, Aug 12. Available: <https://theconversation.com/how-running-companies-for-shareholders-drives-scandals-like-bhs-63135>, accessed 2018, 28 Aug.
- Goyder, M. (2018) Stewardship in disruptive times. *Tomorrow's company*, 7 June. Available: <https://tomorrowscompany.com/stewardship-in-disruptive-times>, accessed 2018, 28 Aug.

Additional readings (if you want to delve more deeply into the topic):

- Stout, L. (2012) The problem of corporate purpose. *Issues in Governance Studies*, 48. Available: https://www.brookings.edu/wp-content/uploads/2016/06/Stout_Corporate-Issues.pdf, accessed 2018, 28 Aug.
- Bloch, J., & Spataro, S.E. (2014) Cultivating critical-thinking dispositions throughout the business curriculum. *Business and Professional Communication Quarterly*, 77(3): 249-265. <https://doi.org/10.1177/2329490614538094>.

WEEK 4 TOPIC SEMINAR

BUSINESS AND MENTAL HEALTH

This seminar explores the issue of mental health in the workplace, and considers employers' responsibilities to staff, customers, and the public at large.

Preparing for the seminar:

1. You should attend the previous week's lectures.
2. You should read the required reading (listed below).
3. While reading, consider the following questions:
 - a. What trends relating to mental health in the workplace can be observed?
 - b. Should businesses have mental health policies? Justify your answer.

Required reading:

- Previous week's lecture readings
- CIPD (2018) Health and well-being at work: 2018 survey report. Chartered Institute of Personnel and Development: London. Available: https://www.cipd.co.uk/Images/health-and-well-being-at-work_tcm18-40863.pdf, accessed 2018, 19 Aug.
- Harvey, G., & Turnbull, P. (2015) 'Germanwings prompts pilot review but industry must also deal with workplace stress.' *The Conversation*. Available: www.theconversation.com/germanwings-prompts-pilot-review-but-industry-must-also-deal-with-workplace-stress-39827, Accessed 2018, 19 Aug.
- Roper, J. (2017). Case Study: WH Smith's approach to mental health, HR Magazine, April 27. Available: <http://www.hrmagazine.co.uk/article-details/case-study-whsmiths-approach-to-mental-health>, accessed 2018, 19 Aug.

Additional reading (if you want to delve more deeply into the topic):

- Follmer, K.B., & Jones, K.S (2018) Mental illness in the workplace: An interdisciplinary review and organisational research agenda. *Journal of Management*, 44(1): 325-251. <https://doi.org/10.1177/0149206317741194>.

WEEK 5 TOPIC SEMINAR PLASTICS: EVERYDAY CONVENIENCE OR ENVIRONMENTAL CATASTROPHE?

This seminar explores the problems around plastics – especially single-use plastics, and their impacts when discarded – and considers innovative business responses to these problems.

Preparing for the seminar:

1. You should attend the previous week's lectures.
2. You should read the required reading (listed below).
3. While reading, consider the following questions:
 - a. Who wrote each article?
 - b. Which organisations published each article?
 - c. What perspectives might you expect of those organisations on environmental issues? Do the articles match your expectations or not?
 - d. In what ways is plastic a problem, and what scale of problem is it?
 - e. List 10 plastic objects that you use every day. How easy would your life be without using these objects? What do you do with them once you're finished with them?

Required reading:

- Previous week's lecture readings
- Routley, N (2018) This shocking chart shows the true impact of plastic on our planet. World Economic Forum: Geneva. Available: <https://www.weforum.org/agenda/2018/04/visualizing-the-prolific-plastic-problem-in-our-oceans>, accessed 2018, 18 Aug.
- IUCN (2018) Marine plastics issues brief. International Union for Conservation of Nature: Gland. Available: <https://www.iucn.org/resources/issues-briefs/marine-plastics>, Accessed: 2018, 18 Aug.
- Net-works Infographic (2017). Available: <http://net-works.com/about-net-works>, accessed 2018, 18 Aug.

Additional reading (if you want to delve more deeply into this topic):

- www.net-works.com
- www.interface.com
- Luqmani, A., Leach, M., & Jesson, D. (2017) Factors behind sustainable business innovation: The case of a global carpet manufacturing company. *Environmental Innovation and Societal Transitions*. 24: 904-105. [dx.doi.org/10.1016/j.eist.2016.10.007](https://doi.org/10.1016/j.eist.2016.10.007).

WEEK 6 NO TOPIC SEMINAR
(ACTIVITY WEEK – NO TEACHING)

WEEK 7 NO TOPIC SEMINAR
(POSTER PRESENTATIONS HELD DURING SEMINAR SLOTS)

WEEK 8

CLOTHING INDUSTRY AND GLOBALISATION

This seminar explores four perspectives of the Bangladesh apparel industry; workers, company, consumer and the wider global context.

Preparing for the seminar:

1. You should attend the previous week's lectures.
2. You should read the required reading (listed below).
3. While reading, consider the following questions:
 - a. Who are the stakeholders involved in garment production in Bangladesh?
 - b. Do different stakeholders experience different benefits and costs from their involvement in this industry sector?

Required reading:

- Previous week's lecture readings
- Cairns, G. (2013) Life more tragic than death: Who remembers Rana Plaza? The Conversation. Available: <https://theconversation.com/life-more-tragic-than-death-who-remembers-rana-plaza-18222>, accessed 2018, 19 Aug.
- A-Saber, S. (2014) One year on from Rana Plaza collapse, work still to be done. The Conversation. Available: <https://theconversation.com/one-year-on-from-rana-plaza-collapse-work-still-to-be-done-24710>, accessed 2018, 19 Aug.
- Bain, M., & Avins, J. (2015) The thing that makes Bangladesh's garment industry such a huge success also makes it deadly. *Quartz*, Apr 24. Available: <https://qz.com/389741/the-thing-that-makes-bangladeshs-garment-industry-such-a-huge-success-also-makes-it-deadly>, accessed 2018, 28 Aug.

Additional reading (if you want to delve more deeply into the topic):

Guttal, S. (2007) 'Globalisation.' *Development in Practice*, 17(4/5): 523–531.
<https://doi.org/10.1080/09614520701469492>

WEEK 9

GENTRIFIED CONSUMPTION

Preparing for the seminar:

1. You should attend the previous week's lectures.
2. You should read the required reading (listed below).

Required reading:

- Glass, R. (1964) 'London: Aspects of Change', in L. Lees, T. Slater and E. Wlyly (eds) *The Gentrification Reader*. Oxon: Routledge. 7-8.
- Hamilton, T. and Curran, W. (2018) Sustainable cities need more than parks, cafes and a Riverwalk. *The Conversation*. Available at: <https://theconversation.com/sustainable-cities-need-more-than-parks-cafes-and-a-riverwalk-88760>.
- Kunzru, H. (2005). The Battle for Broadway Market. Available at: <https://www.harikunzru.com/the-battle-of-broadway-market-2005>.

Additional reading (if you want to delve more deeply into the topic):

- Foster, D. (2017) Even hipsters and artists should be afraid of gentrification. *The Guardian*. Available at: <https://www.theguardian.com/housing-network/2016/may/13/hipsters-artists-gentrification-social-cleansing-developers>.
- Halnon, K. and Cohen, S. (2006) 'Muscles, Motorcycles and Tattoos: Gentrification in a new frontier', *Journal of Consumer Culture*, 6(1): 33–56. James, E. (dir) (2005) *The Battle for Broadway Market*. <https://vimeo.com/12992826>.

WEEK 10

SURROGACY & THE CREATION OF 'MOTHER-WORKERS'

Preparing for the seminar:

1. You should attend the previous week's lectures.
2. You should read the required reading (listed below).

Required reading:

- Arruza, C. (2014) 'The capitalism of affects', *Public Seminar*.
<http://www.publicseminar.org/2014/08/the-capitalism-of-affects/#.VTu5dGauRt1>.
- Misha, L. (2012) 'An apartment just for surrogate moms', *The Times of India*.
Available at: <https://timesofindia.indiatimes.com/life-style/relationships/parenting/An-apartment-just-for-surrogate-moms/articleshow/11030016.cms>.
- Vora, K. (2009) 'Indian Transnational Surrogacy and the Disaggregation of Mothering Work', *Anthropology News*, 50(2): 9.

Additional reading (if you want to delve more deeply into the topic):

- Hardt, M. (1999) 'Affective Labor', *Boundary*, 26(2): 89-100. Available at:
<http://www.english.ufl.edu/mrg/readings/Affective%20Labor.pdf>.
- Pande, A. (2010) 'Commercial surrogacy in India: Manufacturing a perfect mother-worker', *Signs: Journal of Women in Culture and Society*, 35: 969-992.

WEEK 11 TOPIC SEMINAR

FINAL CASE STUDY

Details of the final case study will follow during semester. The seminar will discuss a case study which will form the basis for the final essay. The topic will be connected with much of the material discussed throughout the course. You will be given the case study and told the general topic of the question in week 9. The actual essay question will be released in week 11 after the last seminar of the week has taken place, to ensure fairness.