

COURSE SYLLABUS

GLOBAL BUSINESS STRATEGY AND RESPONSIBILITY



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SHORT BIOGRAPHY

Teresa Lopes is Professor of International Business and Business History at the University of York's School for Business and Society (UK), and Director of the Centre for the Evolution of Global Business and Institutions (CEGBI). She has held leadership roles as President of the European Business History Association (EBHA), the Business History Conference (BHC), and the Association of Business Historians (ABH). She earned her PhD from the University of Reading and was a Post-Doctoral Fellow at the University of Oxford's Saïd Business School (2002). Lopes has also been a Thomas McCraw Fellow at Harvard, a Catedra Corona Visiting Chair at the University of Los Andes, and the Intesa San Paolo Chair of Global Governance at the University of Rome - Tor Vergata. Her research areas include international business history, globalization, entrepreneurship, and climate change. She has published books such as *Climate Change and Business: A Historical Perspective* (2025), *The Routledge Companion to the Makers of Global Business* (2019), and *Global Brands: The Evolution of Multinationals in Alcoholic Beverages* (2007).



INTRODUCTION/COURSE DESCRIPTION

This course aims to develop a comprehensive understanding of the major issues and challenges in formulating and implementing responsible global business strategies. This will be achieved by examining how firms and entrepreneurs in different time periods, industries, and countries have developed their strategies. Emphasis will be placed on the responsibility businesses have in formulating strategies and making decisions, particularly when operating in diverse foreign contexts and during periods of globalization and deglobalization. Understanding how responsibility affects ethical, social, and environmental impacts will be central to discussions. Key theories and frameworks in international business will be used to contextualize historical phenomena and draw conclusions.

COURSE OBJECTIVES

1. Demonstrate a critical understanding of the evolution of global business.
2. Acknowledge that the current business environment is the sum of past experiences, and that there are lessons to be learned from the past from both responsible and irresponsible global business.
3. Understand that certain economic phenomena often believed to be new are in fact not new.
4. Identify the drivers of the different globalization and deglobalization waves, and the entrepreneurial challenges and opportunities posed by these.
5. Understand the strategic approaches to international expansion and management and the significance of responsible decision taking.
6. Take responsible decisions in the context of general management and in global, volatile, uncertain, complex and ambiguous environments.
7. Use this knowledge in preparation and discussion of case studies and decision taking in real life situations.
8. Present and discuss ideas in public and work in groups.
9. Couple backward-looking analysis with forward-looking decision making; and learn to mix qualitative and quantitative types of work (using numbers to inform qualitative judgement) in essay writing and in presentations

COURSE METHODOLOGY

The course will combine interactive lectures and seminars with various activities. Lectures will introduce key topics, supported by core and additional readings for deeper understanding. Seminars will focus on analyzing global businesses, their evolution, and strategies, using case studies or student-selected firms for research. Active student preparation and participation in seminars are essential.



EVALUATION SYSTEM

- Class presentation + submission of presentation (30%):
 - Presentation in class (15%)
 - Written PPT slides submitted (15%)
- Final Exam (70%)

COURSE PREREQUISITES

This course has no prerequisites. However, the classes will be taught in English. A command of the English language (spoken and written) is highly recommended.

