

**MAKERERE UNIVERSITY**  
**MAKERERE UNIVERSITY BUSINESS SCHOOL**  
**FACULTY OF GRADUATE STUDIES & RESEARCH**

**COURSE OUTLINE**

PROGRAM: MASTER OF INTERNATIONAL BUSINESS  
COURSE NAME: **GLOBALIZATION OF BUSINESS**  
COURSE CODE: MIB 7101  
ACADEMIC YEAR 2025/2026  
SEMESTER ONE (I)

**COURSE DESCRIPTION**

This course examines the complexities of globalisation. It begins by examining its historical roots, tracing the evolution of global trade from early continental networks to the 20th century. This foundation provides context for understanding the modern landscape, where institutions like the WTO play a central role. It analyses the WTO's structure and functions, exploring its role in fostering cooperation and trade liberalization through agreements like GATT, GATS, and TRIPS. Additionally, the course will delve into the ongoing debate between regionalism and globalism.

The course further explores the ever-present 'global trade fights and the dynamics of trade disputes between countries. It examines mechanisms for dispute settlement within the WTO framework. Furthermore, it explores the digital revolution's impact on trade, analyzing the rise of e-commerce platforms, digital trade agreements, and the importance of international cooperation in digital governance. To understand the forces driving globalisation, it explores key theories. Finally, the course examines the impact of the 21st century, including the COVID-19 pandemic's effect on global trade patterns and the potential for deglobalization. By contrasting this with hyper-globalisation, the course prompts discussion on the future directions of globalisation of business.

**COURSE OBJECTIVES**

By the end of this course, students will:

- I. Have an in-depth understanding of the concept of globalisation and analyze its various dimensions and measurement approaches.
- II. Have examined the evolution of global trade and infer future trajectories with implications for international business management.
- III. Have an in-depth understanding of global trade governance.
- IV. Have analyzed the impact of the digital revolution on globalisation.
- V. Have assessed the impact of 21st-century events like COVID-19 on global trade patterns and potential deglobalization trends.
- VI. Have an in-depth understanding of the key theories of globalization to understand the interconnectedness of the world.

## LEARNING OUTCOMES

At the end of this course, students will be able to,

- I. Deconstruct the concept of globalisation, define and analyze its various dimensions.
- II. Trace global trade evolution, analyze its drivers, and infer future trajectories with implications for international business management.
- III. Analyze the impact of the digital revolution on global trade.
- IV. Master the governance of global trade, including the WTO and its agreements, to navigate the regulatory landscape.
- V. Apply key theories of globalization and understand the interconnectedness of the world.
- VI. Assess the impact of 21st-century events like COVID-19 on global trade patterns and potential deglobalization trends.
- VII. Examine the case of emerging markets (e.g., Africa) to understand the unique challenges and opportunities of globalization in these regions.

## COURSE CONTENT

### WEEK I & 2

#### 1. COURSE OVERVIEW & INTRODUCTION

- a) The course syllabus & team formation , The E-Learning platform (MUSEP) navigation, A brief on academic writing
- b) Understanding the concept, defining and measuring globalisation.
- c) The Great Globalisation Debate

- Reference material:
- Dreher, A., Gaston, N., & Martens, P. (2008). *Measuring globalisation. Gauging its Consequences* Springer, New York.
  - Freidman, T. (2005). *The world is flat. New York: Farrar, Straus and Giroux*, 488.
  - Ghemawat, P. (2007). Why the world isn't flat. *Foreign policy*, 54-60.
  - O'ROURKE, K. H., & Williamson, J. G. (2004). Once more: When did globalisation begin? *European review of economic history*, 8(1), 109-117.
  - Rennen, W., & Martens, P. (2003). The globalisation timeline. *Integrated assessment*, 4(3), 137-144.
  - Held, D., & McGrew, A. (2003). The great globalization debate: An introduction. In D. Held and A. McGrew (Eds.), *The global transformations reader* (2nd ed.). London: Polity.

#### 2. THE EVOLUTION OF GLOBAL TRADE

- a) The early continental networks & Early trade links between countries
- b) World trade in the 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup> centuries.

- Reference material:
- Buckman, G. (2005). *Global Trade: Past Mistakes, Future Choices*. Zed Books.
  - Das, D. K. (2010). Globalisation: Past and present. *Economic Affairs*, 30(1), 66-70.
  - TED-Talk: What global trade deals are all about?

## WEEK 3

### 3. THE GLOBAL TRADE SYSTEM

- a) Trade negotiations since the Second World War (Dropping barriers to World Trade: GATT and the WTO)
- b) Structure and functions of the WTO.
- c) Key WTO agreements (GATT, GATS, TRIPS, etc.), Regionalism Vs Globalism

Reference material:

- The Anatomy of a Trade dispute: The shrimp & turtle case, Banana Wars
- Reis, R. A. (2009). The World Trade Organization. United States: Chelsea House.
- Understanding the WTO. (2008). Switzerland: Organisation Mondiale du Commerce

## WEEK 4

### 4. GLOBAL TRADE FIGHTS

- a) Trade-fights among high-income countries
- b) Trade fights between high-income and low-income countries
- c) Dispute settlement in the WTO & Global Trade Fights

Reference material:

- Buckman, G. (2005). Global trade: past mistakes, future choices. Zed Books.
- Varella, M. D. (2009). The effectiveness of the dispute settlement body of the World Trade Organization. *Journal of International Trade Law and Policy*, 8(2), 100-113.

## WEEK 5 & 6

### 5. DIGITAL GLOBALISATION

- a) E-commerce Platforms and Trade Facilitation
- b) Digital Trade Agreements and Regulations
- c) Barriers to Digital Services Trade
- d) International cooperation on digital governance

Reference material:

- Lund, S., & Manyika, J. (2016). How digital trade is transforming globalisation. by International Centre for Trade and Sustainable Development (ICTSD) 7 Chemin de Balexert, 1219 Geneva, Switzerland
- Zekos, G. I. (2003). MNEs, globalisation and digital economy: legal and economic aspects. *Managerial Law*, 45(1/2), 1-296.

## WEEK 7

### 6. THEORIES OF GLOBALISATION

- a) World system theory
- b) Modernity, post modernity
- c) Theory of global culture

## WEEK 8

### 7. DRIVERS OF GLOBALISATION

- a) Trading blocks

## WEEK 9

### 8. GLOBALISATION IN THE 21st CENTURY

- a) Covid-19 and impacts on globalisation.

## WEEK 10

### 9. GLOBALISATION IN EMERGING MARKETS

- a) The case of Africa

Reference material: – Arslan, Y., Contreras, J., Patel, N., & Shu, C. (2018). How has globalisation affected emerging market economies? *BIS Paper*, (100b).

## WEEK 11

### 10. DE-GLOBALIZATION

- a) Hyper globalisation
- b) De-globalisation

Suggested literature:

- Deepak Nayyar. Trade and Globalization. Oxford University Press.2012.
- John J.Wild, Kenneth L. Wild. International Business, The Challenges of Globalization, 2012.
- Ingmar Bjorkman and Mats Forsgren: The Nature of the International Firm. Reproset, Copenhagen. 2009.
- BIS Papers. Globalization and de-globalization. Monetary and Economic Department, Dec. 2018.
- Yale H. Ferguson (2014). The History and Dynamics of Globalization. Diplomacy and Statecraft, 25-1,135-155.

**DELIVERY METHODS:** Lectures, Case Studies, Group Discussions & Presentations, Blended Learning (50% Online/50% In-Person)

## FACILITATORS:

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|-------------------------------|------------------|--|
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## COURSE REQUIREMENTS

Students must fill all course requirements in order to achieve a passing grade. These include:

- i. Class attendance is compulsory and must be greater than 75% in order to be eligible to sit for the final examination.
- ii. The institution is committed to the highest standards of academic integrity and honesty; thus, students are urged to avoid any behaviour that could potentially result in suspicions of cheating, plagiarism and misconduct in the lecture rooms and examinations.
- iii. Students are encouraged to review literature on this course since this is the best way to learn about the course and prepare for exams as well. Students may work together on assignments, BUT each student MUST write up his/her assignments independently.
- iv. Students should avoid obtaining a final mark below 60% as this will imply failure and retaking the course when next offered. Thus, students should take courseworks seriously since it contributes significantly to the final mark.
- v. There will be at least two test assignments and a comprehensive final exam. No make-up course work will be given to students to compensate for poor performance. In the same regard, missing any assignment plus late submission will not be accepted and hence will attract an automatic zero.
- vi. Failure to write the final examination will result in grade of ABS.

## COURSE ASSESSMENT

- a) Course Work Assessment: **40%**
- b) Final Examination: **60%**.
- c) Total: **100%**

## READING LIST

BIS Papers. Globalization and de-globalization. Monetary and Economic Department, Dec. 2018.

Brown, D. K. (2003). Small Developing Countries and Global Markets: Competing in the Big League. *Journal of Economic Literature*, 41(1), 251-251.

Buckman, G. (2005). *Global Trade: Past Mistakes, Future Choices*. Zed Books.

Deepak Nayyar. *Trade and Globalization*. Oxford University Press. 2012.

Ingmar Bjorkman and Mats Forsgren: *The Nature of the International Firm*. Reprosset, Copenhagen. 2009.

John J. Wild, Kenneth L. Wild. *International Business, The Challenges of Globalization*, 2012.

Understanding the WTO. (2008). Switzerland: Organisation Mondiale du Commerce

Yale H. Ferguson (2014). *The History and Dynamics of Globalization*. *Diplomacy and Statecraft*, 25-1, 135-155.

This course outline is authorized by

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