



BUS 201

Introduction to Global Business

S2 Day 2014

Dept of Marketing and Management

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Disclaimer

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General Information

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Fridays 11-12

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Credit points

3

Prerequisites

BBA102 or admission to BeBus

Corequisites

Co-badged status

Unit description

International business includes all business activities that involve business organisations from two or more countries. Although international business has many similarities with domestic business, there are significant differences which this unit examines. At an international level, managers must accommodate a highly complex environment. Key variables in this environment include: different currencies; different government policies concerning trade; subsidies and controls on foreign investment; as well as the variables that exist in any domestic environment such as competition, costs and customer characteristics. Topics examined in the unit include: forms of international business; the political and cultural context of international business; theories of international trade and investment; regional economic integration; and an introduction to multilateral institutions such as the IMF, the World Bank group and the World Trade Organisation.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.

Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.

Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.

Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Assessment Tasks

Name	Weighting	Due
<u>Presentation</u>	10%	Week 5&6
<u>Individual Assignment</u>	30%	Tuesday 4pm 7th October
<u>Group Report</u>	20%	Monday 4pm 27th October

Name	Weighting	Due
<u>Final Examination</u>	40%	University Examination Period

Presentation

Due: **Week 5&6**

Weighting: **10%**

Submission: This must be submitted in Week 5&6 to your tutor in your regular tutorial class.

Extension: No extensions will be granted. Students who have not presented the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration (also known as Disruption to Studies in the University Policy) is made and approved.

Penalties: See above

What is required to complete the assessment satisfactorily:

The Presentation is worth 10% of your final grade. It is due in weeks 5 and 6 in tutorials. It is marked individually.

You will be required to join a group (of no more than four students, preferably three). In your group you will give a presentation that will not exceed 12 minutes (as a group) with each student talking for no longer than 3 minutes.

Presentations will start in **Week Five** in tutorials and it is expected that you will provide a printed copy of the slides to the tutor along with the presentation. Although your presentation will be presented as a group you will be individually assessed based on the marking criteria attached to the assessment guide. There will be an emphasis on your presentation style and delivery as well as content. It is expected that every group member participates equally.

Please see the Assessment Guide for more information regarding this assignment

On successful completion you will be able to:

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Individual Assignment

Due: **Tuesday 4pm 7th October**

Weighting: **30%**

Submission: A hard copy must be submitted to BESS by Week 8 - Tuesday 4pm 7th October. Submission on an earlier date to your tutor is acceptable. You will need to submit a soft copy to Turnitin on iLearn for plagiarism checking (NOTE: electronic submission is NOT a substitute for the hard copy, if we do not receive a hard copy from you by the due date, you will receive zero marks for the assessment)

Extension: No extensions for this assessment task will be granted except for cases in which an application for Special Consideration (also known as Disruption to Studies in the University Policy) is made and approved

Penalties: 10% for each day late up to 72 hours after due date.

What is required to complete the assessment satisfactorily:

The individual assignment is worth 30% of your final grade.

Each student will be expected to submit an individual assignment of 1500 words to BESS and via Turnitin. The required format for the assignment is an **ESSAY**.

Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

Please see the Assessment Guide for more information regarding this assignment

On successful completion you will be able to:

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Group Report

Due: Monday 4pm 27th October

Weighting: 20%

Submission: A hard copy must be submitted to BESS by Week 11 - Monday 4pm 27th October. Submission on an earlier date to your tutor is acceptable. You will need to submit a soft copy to Turnitin on iLearn for plagiarism checking (NOTE: electronic submission is NOT a substitute for the hard copy, if we do not receive a hard copy from you by the due date, you will receive zero marks for the assessment)

Extension: No extensions for this assessment task will be granted except for cases in which an application for Special Consideration (also known as Disruption to Studies in the University Policy) is made and approved

Penalties: 10% for each day that it is late up to 72 hours after the due date.

What is required to complete the assessment satisfactorily:

The Group Report is worth 20% of the final grade. It is due in Week 11 Monday 27th October to BESS and via Turnitin.

In the same group as the group presentation you will develop a 4500 word written **REPORT**.

As this is a group exercise all members of the group are expected to contribute actively and substantially. While it is understood that some members of the group may provide more input in the research, whereas others may do more of the actual written work, the group will be required to acknowledge that all group members have given quality time to the project.

Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

All group work is peer moderated (see Assessment guide)

Please see the Assessment Guide for more information regarding this assignment

On successful completion you will be able to:

- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Final Examination

Due: **University Examination Period**

Weighting: **40%**

Examination conditions:

A compulsory two hour final exam will be set during the exam period. The examination will be 'closed book'. The format of the final exam will be long essay questions.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au/exam>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

On successful completion you will be able to:

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
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Delivery and Resources

Classes

This unit is taught using lectures and applications lectures (whole-of-class tutorials). The course consists of 36 hours of instruction.

The timetable for classes can be found on the University web site at <http://www.timetables.mq.edu.au/>

Required Texts and/or Materials

BUS201 Global Business 3e Compiled by Murray Taylor for Macquarie University, McGraw-Hill Australia and **is available for purchase at the University Bookshop**

Other required readings will be made available through eReserve and the iLearn web page.

Changes since the units previous offering

There are no changes from the previous semester in this unit.

Technology Used and Required

Students need access to a personal computer throughout the semester as all submitted work will be typed and students are required to keep a copy of all work, and students will need access to iLearn on a very regular basis as that will be our method of communication and allocation and submission of assessments.

Requirements for satisfactory completion

Students need to achieve a final result of 50% or more to satisfactorily complete the requirements of the unit.

Unit Web Page

Course material is available on the learning management system (iLearn) <http://ilearn.mq.edu.au>

Timetables and timetabling information can be found at <http://timetables.mq.edu.au>

Unit Schedule

Lecture Schedule

Date	Topic	Readings
Week 1 Beginning 4 August	Introduction and Expectations– Explanation of unit outline & course expectations The implications of globalisation	Chapter 1
Week 2 Beginning 11 August	Culture and Business The implications of culture for business	Chapter 2
Week 3 Beginning 18 August	National Differences in Political Economy Political, legal and transitional variations	Chapter 3
Week 4 Beginning 25 August	Economic Environment and Development	Chapter 4
Week 5 Beginning 1 September	Ethics and corporate responsibility Behaving responsibly around the world Presentations (in tutorial)	Chapter 5
Week 6 Beginning 8 September	The Rise of Emerging Markets An examination of emerging markets and their expanding role in global business Presentations (in tutorial)	No chapter in textbook - see notice on iLearn/lectures
Week 7 Beginning 15 September	International trade and investment theory The conceptual basis and theoretical benefits of trade and investment	Chapter 6
<u>MID SEMESTER BREAK</u>		
Week 8 Beginning 7 October	The Political Economy of Trade and Investment WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism Submit Personal Assignment	Chapter 7

Week 9 Beginning 13 October	Foreign Direct Investment History and structures	Chapter 8
Week 10 Beginning 20 October	Regional Economic Integration Different economic systems and their implication for international business	Chapter 9
Week 11 Beginning 27 October	Foreign Exchange The impact of foreign exchange for IB Submit Group Assignment	Chapter 10
Week 12 Beginning 3 November	International Monetary System Global capital Markets The monetary system and capital markets major players, and systems	Chapter 11
Week 13 Beginning 10 November	Course Review Exam Preparation	N/A

Tutorial Schedule

Session	Topic	Assigned Work
Week 1 Beginning 4 August	No tutorials in Week 1	
Week 2 Beginning 11 August	Globalisation	Tutorial discussion –The globalisation of markets in our everyday lives? Form groups
Week 3 Beginning 18 August	Culture	Tutorial activity - Handout provided in class. Finalise groups

Week 4 Beginning 25 August	National Differences in Political Economy	Read Opening case “The risks of regulatory change: Animal welfare and the live cattle trade to Indonesia” (P117, qns – P160)
Week 5 Beginning 1 September	Group Presentations	
Week 6 Beginning 8 September	Group Presentations	
Week 7 Beginning 15 September	The Rise of Emerging Markets	Tutorial activity – details provided in class
<u>MID SEMESTER BREAK</u>		
Week 8 Beginning 7 October	THERE ARE NO TUTORIALS THIS WEEK (Labour day long weekend)	
Week 9 Beginning 13 October	Political Economy	Read – Closing case, ‘Tobacco Plain-Packaging Laws in Australia: Health or Trade Issues?’ (P353)
Week 10 Beginning 20 October	Foreign Direct Investment	Read – Closing Case “Spain’s Telefonica” (P389)
Week 11 Beginning 27 October	Regional Economic Integration	Read – Closing Case “NAFTA and Mexican Trucking” (P423) Tutorial activity – details provided in class
Week 12 Beginning 3 November	Foreign exchange/Global Capital Markets	Read – Closing case ‘Economic Turmoil in Latvia’ (p487)

Week 13	Course revision	Revision, exam preparation and feedback on group report
Beginning		
10		
November		

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Disruption to Studies Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A Disruption to Studies policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and

policies through the use of applied questions and case study analysis.

Assessment tasks

- Presentation
- Individual Assignment
- Group Report
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
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Assessment tasks

- Presentation
- Individual Assignment
- Group Report
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative

in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Analyse the complexity of the international business environment by understanding international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.
- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Assessment tasks

- Presentation
- Individual Assignment
- Group Report
- Final Examination

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Learning outcomes

- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- Critically evaluate and reflect upon international business decisions, systems and policies through the use of applied questions and case study analysis.

Assessment tasks

- Presentation
- Individual Assignment
- Group Report

- Final Examination

Research and Practice

TEXTBOOKS

Cavusgil, S.T., Knight, G., Riesenberger, J.R., (2012) International Business: The New Realities, Upper saddle River, N.J. : Pearson Prentice Hall, (ON RESERVE)

Cavusgil, S.T., Knight, G., Riesenberger, J.R., Rammal, H.G., Freeman, S., (2012) International Business: The New Realities Australasian Edition, Pearson Australia, (ON RESERVE)

Czinkota, M.R., Ronkainen, I.A., Moffett, M.H., (2010) International business, 8th ed, Mason, Ohio: Thomson South-Western – (ON RESERVE)

Daniels, J.D., Radebaugh, L. H., Sullivan, D.P., (2012) International business: environments and operations, 12th ed, Upper Saddle River, NJ: Pearson/Prentice Hall (ON RESERVE)

Hill, C.W.L., (2013) International business: competing in the global marketplace, 9th ed, Boston : McGraw-Hill/Irwin (ON RESERVE)

Hill, C.W.L., Cronk, T., Wickramasekera, R., (2014) Global Business Today, 3rd ed, North Ryde, Sydney: McGraw-Hill Australia (ON RESERVE)

Morrison, J., (2009) International business : challenges in a changing world, New York: Palgrave Macmillan (ON RESERVE)

Peng, M., (2013) Global, Mason, Ohio, Southwestern Cengage Learning, (ON RESERVE)

Rugman, A., Brewer, T.L., (2001) The Oxford handbook of international business, Oxford, New York: Oxford University Press (ON RESERVE)

Sitkin, A., Bowen, N., (2012) International business: challenges and choices, New York, Oxford University Press (ON RESERVE)

Wild, J.J., Wild, K. L., Han, J.C.Y., (2013) International business: the challenges of globalisation, 7th ed, Upper Saddle River, NJ: Prentice Hall: (ON RESERVE)

ACADEMIC JOURNALS

There is a range of journals in the fields of international business and management. The titles below are indicative only of such publications. Most are available on the library databases:

- Academy of Management Review
- Asia Pacific Journal of Management
- Cross Cultural Management
- International Business Review
- Journal of Asia Business
- Journal of International Business Studies

- Journal of International Management
- Journal of World Business
- Management International Review

PERIODICALS

There is a range of periodicals in the fields of international business and management. The titles below are indicative only of such publications:

- Business Review Weekly (BRW)
- Business Week (Asian edition)
- Harvard Business Review
- The Wall Street Journal
- The Economist

USEFUL WEBSITES

- Australian Bureau of Statistics: <http://www.abs.gov.au/>
- Department of Foreign Affairs and Trade: <http://www.dfat.gov.au/>
- World Trade Organisation: <http://www.wto.org/>
- International Monetary Fund: <http://www.imf.org/>
- The World Bank: <http://www.worldbank.org/>
- UNCTAD-United Nations Conference on Trade and Development: <http://www.unctad.org>
- International Trade Centre: <http://www.intracen.org/>
- Australian Financial Review: <http://www.afr.com.au>
- International business news:
 - orthodox views:
 - The Economist - <http://www.economist.com> (some parts available only on subscription)
 - alternative views:
 - Green Left Weekly - <http://www.greenleft.org.au>
 - New Internationalist - <http://www.newint.org>