



# BUS 201

## Introduction to Global Business

S1 Day 2014

*Dept of Marketing and Management*

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#### **Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

## General Information

Unit convenor and teaching staff

Unit Convenor

Murray Taylor

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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%	Week 8
<u>Group Report</u>	20%	Week 11
<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: Only by prior arrangement with the Lecturer in Charge

Penalties: 10% for each day late.

What is required to complete the unit satisfactorily:

#### 1. PRESENTATION

**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 on an international firm that is related to one of the topics discussed in this course.

**The firm to be examined is of your choosing and must be based around the following:**

- must be a well-known, easily identifiable firm.

- must be related to one lecture topic and integrate theory and analysis where appropriate.
- must not choose a firm that you have used previously ie previous assignment or lecture/tutorial case study

It is expected that your presentation will not exceed 12 minutes with each student talking for no longer than 3 minutes. The presentation will cover key issues. These should include:

- Brief background of the firm and how it relates to international business
- How does the case study relate to a specific lecture topic?
- What difficulties/issues is the firm currently facing in its international operations? How would you address these difficulties/issues?

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 unit 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.

No extensions will be granted. Students who have not submitted the task in their given presentation week will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

Students are reminded that simply **reading** the presentation to the class is **not acceptable**.

The **assessment sheet** for the presentation is attached to the unit outline.

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

# Individual Assignment

Due: **Week 8**

Weighting: **30%**

Submission: This must be submitted in Week 8 to your tutor in your regular tutorial class.

Extension: Only by prior arrangement with the Lecturer in Charge

Penalties: 10% for each day late.

What is required to complete the unit satisfactorily:

## 2. INDIVIDUAL ASSIGNMENT

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

Each student will be expected to submit an individual assignment of 2,000 words in their Week 8 tutorials and via Turnitin. The required format for the assignment is an **ESSAY**. The topic is as follows:

***Choose and collect two newspaper or periodical articles that have relevance for international firms from developed markets doing business in emerging/developing markets.***

**Your chosen articles must be published between 3<sup>rd</sup> March and 27<sup>th</sup> April 2014 in one of the following newspapers or periodicals:**

***The Sydney Morning Herald, The Australian, The Australian Financial Review, The Wall Street Journal (US edition), Business Review Weekly, The Economist***

Based on your articles you should address the following points within your essay:

1. What are the implications for international firms doing business within an emerging/developing market? Do you consider the legal, political, cultural and economic differences between home and host countries to be important considerations for international firms?
2. In your opinion, what is the most relevant macro-environment factor for an international business when choosing to internationalise into an emerging/developing market? Discuss any **international business concepts or theories** that could be used to help justify your answer.

**Include copies of both articles (either the original 'cut-outs' or a print out of the article**

from the newspaper's website) as appendices to your assignment.

Your essay should incorporate at least 12 different references. These can be sourced from the following:

- Academic articles
- Relevant textbooks
- Periodicals
- Newspapers
- Relevant online sources

The 12 references should be evenly balanced between these five resource options. Examples of all of these reference options are detailed on pages 4-5 of this guide.

Students are expected to maintain an appropriate standard in presenting their essay. Remember to acknowledge your sources throughout the paper using the Harvard referencing system. The report is to be typed and 1.5 spaced (a standard 12 point font should be used). It should be checked for spelling, consistency and clarity of expression.

No extensions will be granted. 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.

Your essay must be submitted to **Turnitin**.

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: **Week 11**

Weighting: **20%**

Submission: Hard copy to your tutor in Week 10

Extension: Only by arrangement with Lecturer in Charge

Penalties: 10% for each day that it is late

What is required to complete the unit satisfactorily:

### **3. GROUP REPORT**

**The Group Report is worth 20% of the final grade. It is due in Week 11 in tutorials.**

In the same group as the group presentation you will develop a 4500 word written **REPORT** on the details below:

You have been asked to write a report outlining how Australia would be able to build sustainable, national competitive advantage in **one** of the three following industries.

- Video games industry
- Pharmaceutical industry
- International education

Your report should draw upon **new trade theory** and **Porter's theory of national competitive advantage** as the basis of your analysis.

**In the body of your report you will need to provide the following**

- Brief outline of each of the theories
- Outline the current position and issues of the Australian industry you have chosen
- Outline and justify what industry strategies and government policies you would recommend be adopted to improve Australia's position in the industry for the short and long term.

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.

While writing your report, you should incorporate relevant theories and concepts to justify your arguments. Remember to acknowledge your sources throughout the paper using the Harvard

referencing system (in-text referencing).

The report is to be typed and 1.5 spaced (a standard 12 point font should be used). It should be checked for spelling, consistency and clarity of expression.

Your report should incorporate at **least 30 different references**. These can be sourced from the following:

- Academic articles
- Relevant textbooks
- Periodicals
- Newspapers
- Relevant online sources

**The 30 references need to be evenly balanced between these five resource options.**

Examples of all of these reference options are detailed in this outline.

No extensions will be granted. 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 Appendix 1)**

In Week 10 each student will submit a peer evaluation assessment for each member in their group (including themselves). This will then allow a peer factor to be allocated to the Group's raw score for each individual student, allowing a dispersion of marks within the same group.

**This peer factor is kept confidential. (See Appendix 1)**

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

## 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

### Changes since the Last Offering of this Unit

Please note that the textbook has been revised and updated. The assessment tasks have also been revised and updated.

### Technology Used and Required

No specific technology is required for this subject

#### Unit Web Page

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

## Unit Schedule

### Lecture Schedule

Date	Topic	Readings
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<p><b>Week 1</b> <b>Beginning</b> <b>3 March</b></p>	<p><b>Introduction and Expectations–</b> Explanation of unit outline &amp; course expectations  The implications of globalisation</p>	<p>Chapter 1</p>
<p><b>Week 2</b> <b>Beginning</b> <b>10 March</b></p>	<p><b>Culture and Business</b> The implications of culture for business</p>	<p>Chapter 2</p>
<p><b>Week 3</b> <b>Beginning</b> <b>17 March</b></p>	<p><b>National Differences in Political Economy</b> Political, legal and transitional variations</p>	<p>Chapter 3</p>
<p><b>Week 4</b> <b>Beginning</b> <b>24 March</b></p>	<p><b>Economic Environment and Development</b></p>	<p>Chapter 4</p>
<p><b>Week 5</b> <b>Beginning</b> <b>31 March</b></p>	<p><b>Ethics and corporate responsibility</b> Behaving responsibly around the world  <b>Presentations (in tutorial)</b></p>	<p>Chapter 5</p>
<p><b>Week 6</b> <b>Beginning</b> <b>7 April</b></p>	<p><b>The Rise of Emerging Markets</b> An examination of emerging markets and their expanding role in global business  <b>Presentations (in tutorial)</b></p>	<p>No chapter in textbook - see notice on iLearn/lectures</p>
<p><b>Mid-Session Break</b> <b>Saturday 12th April until</b> <b>Sunday 27th (inclusive)</b></p>		
<p><b>Week 7</b> <b>Beginning</b> <b>28 April</b></p>	<p><b>International trade and investment theory</b>  The conceptual basis and theoretical benefits of trade and investment</p>	<p>Chapter 6</p>

<p><b>Week 8</b>  <b>Beginning</b>  <b>5 May</b></p>	<p><b>The Political Economy of Trade and Investment</b></p> <p>WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism</p>	<p>Chapter 7</p>
<p><b>Week 9</b>  <b>Beginning</b>  <b>12 May</b></p>	<p><b>Foreign Direct Investment</b></p> <p>History and structures</p>	<p>Chapter 8</p>
<p><b>Week 10</b>  <b>Beginning</b>  <b>19 May</b></p>	<p><b>Regional Economic Integration</b></p> <p>Different economic systems and their implication for international business</p>	<p>Chapter 9</p>
<p><b>Week 11</b>  <b>Beginning</b>  <b>26 May</b></p>	<p>Foreign Exchange</p> <p>The impact of foreign exchange for IB</p> <p><b>Submit Group Assignment</b></p>	<p>Chapter 10</p>
<p><b>Week 12</b>  <b>Beginning</b>  <b>2 Jun</b></p>	<p>Exam review and preparation lecture</p>	
<p><b>Week 13</b>  <b>Beginning</b>  <b>9 Jun</b></p>	<p>Queen's Birthday Long Weekend - NO LECTURES/TUTORIALS</p>	

## Tutorial Schedule

Session	Topic	Assigned Work
Week 1	No tutorials in Week 1	

<p>Week 2</p> <p>Beginning</p> <p>10 March</p>	<p>Globalisation</p>	<p>Tutorial discussion –The globalisation of markets in our everyday lives?</p> <p>Form groups</p>
<p>Week 3</p> <p>Beginning</p> <p>17March</p>	<p>Culture</p>	<p>Tutorial activity - Handout provided in class.</p> <p>Finalise groups</p>
<p>Week 4</p> <p>Beginning</p> <p>24 March</p>	<p>National Differences in Political Economy</p>	<p>Read Opening case “The risks of regulatory change: Animal welfare and the live cattle trade to Indonesia” (P117, qns – P160)</p>
<p>Week 5</p> <p>Beginning</p> <p>31 March</p>	<p>Presentations</p>	
<p>Week 6</p> <p>Beginning</p> <p>7 April</p>	<p>Presentations</p>	
<p>Week 7</p> <p>Beginning</p> <p>28 April</p>	<p>The Rise of Emerging Markets</p>	<p>Tutorial activity – details provided in class</p> <p><u>Submit individual assignment</u></p>
<p>Week 8</p> <p>Beginning</p> <p>5 May</p>	<p>International Trade and Investment</p>	<p>Read Closing case – Logitech (P295)</p>
<p>Week 9</p> <p>Beginning</p> <p>12 May</p>	<p>Political Economy</p>	<p>Read – Closing case, ‘Tobacco Plain-Packaging Laws in Australia: Health or Trade Issues?’(P353)</p>
<p>Week 10</p> <p>Beginning</p> <p>19 May</p>	<p>Foreign Direct Investment</p>	<p>Read – Closing Case “Spain’s Telefonica” (P389)</p>
<p>Week 11</p> <p>Beginning</p> <p>26 May</p>	<p>Regional Economic Integration</p>	<p>Read – Closing Case “NAFTA and Mexican Trucking” (P423)</p> <p>Tutorial activity – details provided in class</p> <p><u>Submit group assignment</u></p>

Week 12 Beginning 2 June	Course revision	Revision, exam preparation and feedback on group report
Week 13 Beginning 9 June	NO TUTORIALS	Queen's Birthday Long Weekend

## 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](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](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](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/](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](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/](http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/)

## Special Consideration 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 special consideration 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/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/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](http://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](http://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.



## 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.
- 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

## 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

# Marking Guides and Peer Assessment Form

## Marking Guides for Assignments

### BUS 201 Presentation – Marking Matrix and Individual Feedback Summary Sheet

	<b>Not attempted</b>	<b>Fail</b>	<b>Pass</b>	<b>Credit</b>
<p><b>Presentation Content -</b> Fulfills purpose (inform, persuade) Relevant and sufficient information <b>(40%)</b></p>	<p><i>Not attempted or entirely or significantly plagiarized from other sources</i></p>	<p><i>Does not address the stated purpose</i></p> <p><i>Content is mostly irrelevant and lacks sufficient research</i></p> <p><i>Specific terminology not used</i></p>	<p><i>Partially achieves the stated purpose</i></p> <p><i>Content is mostly relevant but does not include sufficient research</i></p> <p><i>Some specific terminology used</i></p>	<p><i>Achieves the stated purpose</i></p> <p><i>Content is relevant and includes sufficient research</i></p> <p><i>Specific terminology used</i></p>
<p><b>Interest -</b> Awareness of audience, Effectiveness of techniques/ visuals <b>(10%)</b></p>	<p><i>Not attempted or entirely or significantly plagiarized from other sources</i></p>	<p><i>Presentation frequently inappropriate for target audience</i></p> <p><i>Techniques/ visuals haphazard or poorly executed</i></p>	<p><i>Presentation occasionally inappropriate for target audience</i></p> <p><i>Techniques/ visuals adequate but occasionally sloppy</i></p>	<p><i>Presentation appropriate for target audience Techniques/ visuals adequate and interesting</i></p>

<p><b>Delivery -</b></p> <p>Verbal (voice-speed, volume),</p> <p>Non verbal (eye contact, gesture, stance),</p> <p>Time limit <b>(50%)</b></p>	<p><i>Not attempted or entirely or significantly plagiarized from other sources</i></p>	<p><i>Delivery strongly detracts from content; e.g. pronunciation unclear, speech inaudible, too many filler words/ slang, distracting gestures, mostly reading from notes with little eye contact, exceeded time limit.</i></p>	<p><i>Delivery detracts from content only in places; e.g., pronunciation mostly clear, speech mainly audible; some distracting filler words and gestures, occasional eye contact with audience, spoke within time limit</i></p>	<p><i>Delivery supports content; audible, pronunciation, minimal distraction limit</i></p>
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**General observations/comments**

**Mark:            /10**

**BUS 201 Individual Assignment – Marking Matrix and Feedback Summary Sheet**

	<p><b>Not attempted</b></p>	<p><b>Fail</b></p>	<p><b>Pass</b></p>	<p><b>Credit</b></p>	<p><b>Distinction</b></p>	<p><b>High Distinction</b></p>
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<p><b>Understanding of questions and IB environment (40%)</b> – Analysis of legal, cultural, economic and political systems</p>	<p><i>Not attempted/ entirely or significantly plagiarized from other sources.</i></p>	<p><i>Fails to answer the question or misinterprets the questions.</i></p> <p><i>Demonstrates minimal understanding or application of relevant theory/ concepts</i></p>	<p><i>May focus on only some aspects of the questions.</i></p> <p><i>Demonstrates a basic understanding or analysis of the relevant theory/ concepts</i></p>	<p><i>Responds to most aspects of the questions.</i></p> <p><i>Demonstrates some understanding and analysis of key aspects of the relevant theory/ concepts</i></p>	<p><i>Responds to all aspects of the questions.</i></p> <p><i>Demonstrates a good understanding and analysis of the relevant theory/ concepts</i></p>	<p><i>Fully responds to all aspects of the questions.</i></p> <p><i>Demonstrates advanced understanding and analysis of the relevant theory.</i></p> <p><i>Suggests possible extensions of theory/concepts</i></p>
<p><b>Quality of argument</b></p> <p><b>Depth of analysis (30%)</b> – Application of IB theory to assignment questions</p>	<p><i>Not attempted/ entirely or significantly plagiarized from other sources</i></p>	<p><i>Presents ideas in a confusing way.</i></p> <p><i>May simply describe superficial aspects of topic with little critical analysis.</i></p> <p><i>Draws irrelevant conclusions</i></p>	<p><i>Structures argument with some flaws in logic.</i></p> <p><i>May simply restate or describe with little critical analysis.</i></p> <p><i>Draws limited conclusions.</i></p>	<p><i>Satisfactorily structures argument with credible logic.</i></p> <p><i>May sometimes describe rather than analyse or evaluate.</i></p> <p><i>Draws limited conclusions.</i></p>	<p><i>Develops a clear, progressive and convincing argument throughout the work.</i></p> <p><i>Draws logical conclusions</i></p>	<p><i>Develops a compelling argument with creative examples and defensible generalisations.</i></p> <p><i>Draws well-supported conclusions.</i></p>
<p><b>Quality of research (10%)</b> – Application of IB theory through integration of high quality sources</p>	<p><i>Not attempted/ entirely or significantly plagiarized from other sources</i></p>	<p><i>Uses a small number of references (fewer than the minimum) concerning the topic.</i></p> <p><i>Provides little evidence of research on the topic.</i></p>	<p><i>Relies extensively on textbook, or limited other sources.</i></p> <p><i>Provides little evidence of research on the topic.</i></p> <p><i>Meets the minimum number of references.</i></p>	<p><i>Uses some sources related to topic, demonstrating some evidence of research</i></p>	<p><i>Identifies key sources related to topic, demonstrating good evidence of research</i></p>	<p><i>Insightful and comprehensive identification of relevant scholarly literature, demonstrating very good evidence of research</i></p>

<p><b>Communicative quality</b> - quality of writing, format, spelling, word choice <b>(10%)</b></p>	<p><i>Not attempted/entirely or significantly plagiarized from other sources</i></p>	<p><i>Language is frequently too informal for academic purposes. Errors in grammar make overall meaning unclear. Errors in spelling and presentation distract reader.</i></p>	<p><i>Language is occasionally informal. Errors in grammar make meaning unclear in places. Minor errors in spelling and presentation may distract reader.</i></p>	<p><i>Language is generally appropriate for an academic essay, with only occasional minor errors in grammar, spelling or presentation.</i></p>	<p><i>Writing style and presentation are of a high academic standard.</i></p>	<p><i>Writing style is exemplary and of a publishable academic standard.</i></p>
<p><b>Citations and referencing</b> – in-text referencing, appropriate use of references, bibliographic referencing <b>(10%)</b></p>	<p><i>Not attempted/entirely or significantly plagiarized from other sources</i></p>	<p><i>Uses referencing minimally or mostly incorrectly.</i></p>	<p><i>Uses referencing but with omissions and errors.</i></p>	<p><i>Uses referencing but with minor inconsistencies.</i></p>	<p><i>Uses referencing with very few minor inconsistencies.</i></p>	<p><i>Uses accurate referencing of a publishable academic standard.</i></p>

## General observations/comments

Mark: /30

## BUS 201 Group Report – Marking Matrix and Feedback Summary sheet

	<b>Not attempted</b>	<b>Fail</b>	<b>Pass</b>	<b>Credit</b>	<b>Distinction</b>	<b>High Distinction</b>
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<p><b>Executive Summary</b> (10%)</p>	<p><i>Not attempted or entirely or significantly plagiarized from other sources</i></p>	<p><i>Does not identify key features of the report or many details are incorrect or unnecessary</i></p>	<p><i>Identifies most key features of the report and details are mostly correct, although significantly more detail may be needed.</i></p>	<p><i>Correctly identifies key features of the report. Detail is mostly correct, although more detail may be needed.</i></p>	<p><i>Identifies key features of the report with adequate detail, summarising the overall report.</i></p>	<p><i>Identifies key features and provides plenty of detail. Provides an outstanding summary of key themes, ideas and conclusion of the report</i></p>
<p><b>Critical analysis</b> (40%)</p>	<p><i>Not attempted/ entirely or significantly plagiarized from other sources.</i></p>	<p><i>Little detail given. Minimal connections between trade theories and the chosen industry. Demonstrates minimal understanding or application of relevant theory.</i></p>	<p><i>Some detail/ explanation given. Demonstrates a basic understanding or application of relevant theory.</i></p>	<p><i>Reasonable detail/ explanation given. Demonstrates some understanding and application of key aspects of relevant theory.</i></p>	<p><i>Detail showing some insight. Demonstrates a good understanding and application of relevant theory.</i></p>	<p><i>Plentiful detail. Clearly explained. Demonstrates advanced understanding of relevant theory.</i></p>
<p><b>Recommendations – evidence, clarity and expression</b> (30%)</p>	<p><i>Not attempted/ entirely or significantly plagiarized from other sources.</i></p>	<p><i>Recommendations, if suggested, not developed or supported. Substandard, or no merit to conclusions</i></p>	<p><i>Recommendations are not well developed and supported. Conclusions are evident to your critical analysis</i></p>	<p><i>Logically developed recommendations supported by evidence. Effective conclusions to your critical analysis</i></p>	<p><i>Logically developed recommendations clearly supported by evidence. Comprehensive conclusion to your critical analysis</i></p>	<p><i>Logical recommendations developed and supported by evidence. Conclusion argument together in influential and scholarly manner from your analysis.</i></p>
<p><b>Quality of research</b> (10%)</p>	<p><i>Not attempted/ entirely or significantly plagiarized from other sources</i></p>	<p><i>Uses a small number of references (fewer than the minimum) concerning the topic. Provides little evidence of research on the topic.</i></p>	<p><i>Relies extensively on textbook, or limited other sources. Provides little evidence of research on the topic. Meets the minimum number of references.</i></p>	<p><i>Uses some sources related to topic, demonstrating some evidence of research</i></p>	<p><i>Identifies key sources related to topic, demonstrating good evidence of research</i></p>	<p><i>Insightful and comprehensive identification of relevant scholarly literature, demonstrating very good evidence of research</i></p>



<p><b>Communicative quality</b> – structure, quality of writing, format, spelling, word choice <b>(10%)</b></p>	<p><i>Not attempted/entirely or significantly plagiarized from other sources</i></p>	<p><i>Language is frequently too informal for academic purposes. Errors in grammar make overall meaning unclear. Errors in spelling and presentation distract reader. Structure is not appropriate.</i></p>	<p><i>Language is occasionally informal. Errors in grammar make meaning unclear in places. Minor errors in spelling and presentation may distract reader. Analysis is appropriately structured in a few areas.</i></p>	<p><i>Language is generally appropriate for an academic essay, with only occasional minor errors in grammar, spelling or presentation. Analysis is appropriately structured in most areas</i></p>	<p><i>Writing style and presentation are of a high academic standard. Analysis is appropriately structured in most areas.</i></p>	<p><i>Writing style is exemplary of a published academic standard. Analysis is appropriately structured in most areas.</i></p>
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**General observations/comments**

**Mark:**            /20

**APPENDIX 1**

**STUDENT EVALUATION OF MEMBER PARTICIPATION**

In order to encourage equal participation on the part of all group members, each group will complete and turn in an evaluation of the group member (only for the Major Project group reports and presentations). This evaluation will indicate the percentage of contribution of group members to the group's over-all performance. An evaluation must accompany each written research project. Use the following format:

<b>Student Name</b>	<b>% Participation</b>	<b>Individual Mark</b>	<b>Signature</b>

Tutorial Instructor \_\_\_\_\_

Tutorial Group No \_\_\_\_\_ Date: \_\_\_\_\_

Group Project Name: \_\_\_\_\_ Mark \_\_\_\_\_

Each student should give each group member (including themselves) a participation mark out of 100%. Individual marks are calculated by multiplying the paper grade by the percentage awarded by peers. For example, if Joe Black was awarded 90% for his contribution to the research project and his group received 36 out of 40 points for the project, Joe's individual mark would be 32.4%. Another student, awarded 100%, would receive 36 points.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example, 36 points). No student should receive 0% unless the student really did nothing to contribute to the completion of the project (for example, did not go to meetings, did not complete assigned tasks, and did not contribute to the conceptualisation of the project).

**In completing this form you should take into account:**

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Co-operation with other team members
4. Quality of the individual's work

## **Team Agreement - Group Project/Presentation Formation**

In order to encourage commitment on the part of all group members, each team member will sign this Team Agreement which defines how the group will operate during the conduct of the Group Project. Each member of the group is to sign below to indicate that they will abide by the conditions of the agreement as set out below.

Tutor Name \_\_\_\_\_ Group No: \_\_\_\_\_ Date: \_\_\_\_\_

Tutorial Time \_\_\_\_\_

Name \_\_\_\_\_

Student ID	Student Name	Email	Signature

1. Team Contact: \_\_\_\_\_ Mobile : \_\_\_\_\_

2. Manage Meetings: Time Required/When/Where/Frequency?

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3. Measure Performance? – Meeting deadlines, grammar, etc \_\_\_\_\_

4. Team Goal(s)? HD, D, equal workload, attend all meetings, etc

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5. Resolve problems/conflict/lack of co-operation/disruptive behaviour, etc?

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6. Team Members Obligations (e.g. attend meetings on time; do all assignments on schedule; avoid personal conflict; allow free flow of ideas; listen to everyone; take personal responsibility for outcomes; inform people of decisions; make a file note after every meeting of future action steps and responsibility, help other team members to build their skills

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7. How to share the workload?

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8. Quality Audit? (e.g. grammar, referencing, meeting of assignment requirements, layout, etc)

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## Research and Practice

### Useful references – 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*, 8<sup>th</sup> ed, Mason, Ohio: Thomson South-Western – (ON RESERVE)
- Daniels, J.D., Radebaugh, L. H., Sullivan, D.P., (2012) *International business: environments and operations*, 12<sup>th</sup> ed, Upper Saddle River, NJ: Pearson/Prentice Hall (ON RESERVE)
- Hill, C.W.L., (2013) *International business: competing in the global marketplace*, 9<sup>th</sup> ed, Boston : McGraw-Hill/Irwin (ON RESERVE)
- Hill, C.W.L., Cronk, T., Wickramasekera, R., (2014) *Global Business Today*, 3<sup>rd</sup> 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*, 7<sup>th</sup> ed, Upper Saddle River, NJ: Prentice Hall: (ON RESERVE)

### Other references - 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*
- *Thunderbird International Business Review*

## Other references – 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*

## Other references - 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>

# Team Agreement

## APPENDIX 2

### Team Agreement/Group Project Formation

In order to encourage commitment on the part of all group members, each team member will sign this Team Agreement which defines how the group will operate during the conduct of the Group Project. Each member of the group is to sign below to indicate that they will abide by the conditions of the agreement as set out below.

Tutor Name \_\_\_\_\_ Group No: \_\_\_\_\_ Date: \_\_\_\_\_

Tutorial Time \_\_\_\_\_

Name \_\_\_\_\_

Student ID	Student Name	Email	Signature

1. Team Leader: \_\_\_\_\_ Mobile : \_\_\_\_\_

2. Manage Meetings: Time Required/When/Where/Frequency?

\_\_\_\_\_

3. Measure Performance? – Meeting deadlines, grammar, etc \_\_\_\_\_

4. Team Goal(s)? HD, D, equal workload, attend all meetings, etc

\_\_\_\_\_

5. Resolve problems/conflict/lack of co-operation/disruptive behaviour, etc?

\_\_\_\_\_

6. Team Members Obligations (e.g. attend meetings on time; do all assignments on schedule; avoid personal conflict; allow free flow of ideas; listen to everyone; take personal responsibility for outcomes; inform people of decisions; make a file note after every meeting of future action steps and responsibility, help other team members to build their skills

\_\_\_\_\_

\_\_\_\_\_

7. How to share the workload?

\_\_\_\_\_

8. Quality Audit? (e.g. grammar, referencing, meeting of assignment requirements, layout, etc)
- 

## Changes since First Published

Date	Description
02/ 05/ 2014	Updated the marking matrix for the individual assignment.
21/ 03/ 2014	The marking guides were updated to reflect the assessments more appropriately. A small typo was also adjusted. The actual assessments and the rest of the document remain unchanged.
28/ 02/ 2014	Due to the Queens birthday long weekend, I have had to remove Week 13 as the lectures and tutorials fall on that day. Because of this the lecture and tutorial schedule was adjusted accordingly.