



# BUS 303

## International Business Project

S2 Day 2014

*Dept of Marketing and Management*

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## General Information

Unit convenor and teaching staff Lecturer-in-charge Yue Wang <a href="mailto:yue.wang@mq.edu.au">yue.wang@mq.edu.au</a> Contact via 98508513 642, E4A 3-5 pm Friday
Credit points 3
Prerequisites BUS301
Corequisites
Co-badged status
Unit description This unit integrates the materials that are covered in BUS201, BUS202 and BUS301 and requires students (individually or in teams) to complete a major research project in international business under the supervision of a faculty member. By the end of the unit students gain a sound understanding of how to research and analyse an international business or industry, as well as how the various concepts covered in previous units fit together.

## 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:

To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks

To apply your academic learning to reflect on real-world experiences and contemporary business issues presented by guest speakers from a range of industries

To develop mini-consulting projects to address the business problems and issues identified by guest speakers from participating companies

To employ problem solving skills to contribute to the development of a group project for client companies

## General Assessment Information

### General guide on how to submit reports (both individual and group)

- Submit a **hard copy to BESS** before the deadlines. Submission on an earlier date to your tutor is acceptable.
- Submit an electronic 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 mark for the assessment**)
- A separate submission guide detailing marking criteria will be uploaded to iLearn

### WARNING on late submission/assessment:

NO extensions for any assessment tasks will be granted except for cases in which an application for Special Consideration (also known as Disruptions to Studies in the university policy) is made and approved. Students who have not submitted assessment tasks prior to deadlines will be awarded a mark of ZERO

## Assessment Tasks

Name	Weighting	Due
<u>Individual project report</u>	40%	4 pm, 17 October (week 9)
<u>Group project report</u>	30%	4 pm, 14 November (week 13)
<u>Reflection and participation</u>	20%	weekly in class
<u>Individual presentation</u>	10%	weekly in tutorial classes

### Individual project report

Due: **4 pm, 17 October (week 9)**

Weighting: **40%**

**Format: report**

**Word limit: 3000 words (excluding bibliography)**

Every student will need to work on a project assignment provided by participating companies' guest speakers and write a project report. The individual project you have chosen to do must be different from the group project you are doing --- i.e. if your group has chosen to do a project

assignment for Company A, you must NOT choose company A again for your individual project. Note that industry speakers may or may not prescribe an assignment for students, you can only choose a guest lecture topic with a prescribed assignment.

The maximum length of the project report is 3000 words (excluding bibliography). A separate **Project Report Submission Guide** on how to write individual (and group) project report will be uploaded to iLearn and will be discussed in classes. Students are encouraged to discuss their choice of topic with their lecturer/tutor and seek advice on how to write up their individual reports not just with proposed solutions or recommendations but more importantly with supporting analysis and logical and convincing arguments.

Although there will be no requirement for presentation on individual projects, there will be a public display of students projects (individual and/or group) during the conference series part of the unit program from week 10 to 13. During these weeks' lectures, selected students (individual and/or group) will present their projects to client partners for feedback and may be subsequently referred to the partner companies with the option of further development. Selection of projects for showcase presentations in conference series (i.e. lectures) and referral for further development with the client partners will be done by academic leaders of the PACE unit, in consultation with the partner companies. Selection will be in line with the priorities which the partner companies wish to pursue and in line with the material ability of the partners to involve students. Students wish to showcase their projects in the conference series should discuss their projects with the lecturer/tutor before mid-session break.

## **Research and practice**

The assessment task requires students to conduct original research, which involves the collection and analysis of information from a range of sources and the recommendation of solutions for clients. Students should also use concepts, frameworks and theories learned from previous units (especially BUS201, BUS202, and BUS301) to address the problems and issues identified by industry speakers.

On successful completion you will be able to:

- To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks
- To apply your academic learning to reflect on real-world experiences and contemporary business issues presented by guest speakers from a range of industries
- To develop mini-consulting projects to address the business problems and issues identified by guest speakers from participating companies

## **Group project report**

Due: **4 pm, 14 November (week 13)**

Weighting: **30%**

**Format: report**

**Word limit: 3,000 words (excluding bibliography)**

The unit provides students opportunities to manage and participate in a group project over an extended timeframe on behalf of a client organization. Students will work in teams of 3 or 4 to complete a research project that addresses real-world business issues/problems/challenges prescribed by industry speakers from client partners. Groups will be formed in week 2 tutorials and by week 9 all groups should decide which industry speaker's topic they wish to choose as their group projects. It is highly recommended that groups consult with their lecture/tutor on their choice of topic and report to their tutor on their final decision on such a choice in week 9 tutorial.

Note that group project topic must be: (1) different from your individual project, (2) chosen from one of the guest lectures with a prescribed assignment by industry speakers. Please note this list of choices is subject to change depending on whether there is a prescribed assignment by our industry speakers. Please pay attention to any update on the list of choices during the session.

Group project encourages students to experience the partner organizations and the international business issues they face, and to assist the client companies in achieving the partner's strategic purposes. Group members should work closely with each other to research, analyse, interpret and assess data and information from various sources, and to draw connections across fields of knowledge they learned in the university, in order to develop solutions and/or recommendations for the identified issues faced by client partners.

An essential skill to develop during your university education is the ability to learn and work in a group setting. Apart from meeting the requirements for assessment, students should seek to develop ability to work in a group setting. It is completely up to group members to determine the ways through which your group work is coordinated and your group problems solved. If the problems become 'unresolvable' among the group members, students should discuss the matter with the lecturer/tutor as early as possible.

Your group project report is a formal and professional written piece of work that provides solutions or recommendations to the client partners on the issues defined by client partners' speakers. Your report should be a discrete international business proposal with supporting analysis and arguments built upon your creative and innovative application of knowledge and skills learned in the previous units. Students should apply critical and integrative thinking and innovation capabilities to develop appropriate and realistic business proposals or solutions in a professional fashion.

Throughout the session, your tutor will provide ongoing support and advice for your projects during the Mentoring and Reflection series (i.e. tutorials). Students are also encouraged to consult teaching staff in developing and completing their projects outside the classes. A separate **Project Report Submission Guide** on how to write group and individual project reports will be uploaded to iLearn and will be discussed in classes.

## Research and practice

The assessment task requires students to conduct original research, which involves the collection and analysis of information from a range of sources and the recommendation of solutions for clients. Students should also use concepts, frameworks and theories learned from previous units (especially BUS201, BUS202, and BUS301) to address the problems and issues identified by industry speakers.

On successful completion you will be able to:

- To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks
- To apply your academic learning to reflect on real-world experiences and contemporary business issues presented by guest speakers from a range of industries
- To develop mini-consulting projects to address the business problems and issues identified by guest speakers from participating companies
- To employ problem solving skills to contribute to the development of a group project for client companies

## Reflection and participation

Due: **weekly in class**

Weighting: **20%**

As a participation unit, the success of the course depends heavily on students' active participation in and critical reflection on the course topics. That's why we have designed a Seminar and Conference series (i.e. lectures) and a Mentoring and Reflection series (i.e. tutorials) to give students an opportunity to reflect regularly on their learning throughout the course. It is important that students take advantage of the opportunity to actively participate in the Seminar and Conference series (i.e. lectures) and reflect on their learning and contribute to the class discussion during the Mentoring and Reflection series (i.e. tutorials).

First, your participation in the Seminar and Conference series (i.e. lectures) will be assessed (weighted 10% out of the total mark of 100). At the beginning of each week's lecture from week 2, your lecturer will distribute a Seminar Participation and Reflection Sheet for you to fill out. This sheet serves the purpose of keeping a record of students' participation in the Seminar and Conference series (i.e. lectures) as well as collecting students' feedback and reflections on the weekly lecture project/topic. You must return this sheet to your lecturer/tutor at the end of every week's (except for week 1) lectures. Failing to do so will be treated as absence from the lecture. You must also sign your Seminar Participation and Reflection Sheet.

Your tutor will collate every week's Seminar Participation and Reflection Sheet for each student

and give a mark at the end of the semester, based primarily on your participation record with consideration to the quality of your comments and reflections. Seminar Participation and Reflection Sheets are used for keeping a record of your participation in lectures and will not be returned to students. You may wish to keep a separate personal learning journal for your weekly reflective thoughts and ideas.

Second, your participation in the Mentoring and Reflection series (i.e. tutorials) will also be assessed (weighted 10% out of the total mark of 100). Beginning in week 3, you tutor will keep a record of your attendance and keep a note on your participation in the class discussion. Please note it is not merely your attendance in tutorials but also your active participation in the class discussion and critical reflection on the guest lecture topics and your fellow students' in-class presentations that will be assessed upon.

### **Warning about late assessment**

NO late submission of Seminar Participation and Reflection Sheet will be accepted. Do NOT forget to hand over the signed Seminar Participation and Reflection Sheet to your lecturer/tutor at the end of each week's lecture (i.e. do not forget to 'check out' before you leave the lecture theatre), failing to do so will be treated as 'no show'.

### **Research and practice**

The assessment task requires students to conduct original research about the participating organizations, which involves the collection and analysis of information from a range of sources related to the client organizations. Students should also use concepts, frameworks and theories learned from previous units (especially BUS201, BUS202, and BUS301) to reflect upon the problems and issues identified by industry speakers.

On successful completion you will be able to:

- To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks
- To apply your academic learning to reflect on real-world experiences and contemporary business issues presented by guest speakers from a range of industries

## **Individual presentation**

Due: **weekly in tutorial classes**

Weighting: **10%**

Each week from week 3 to week 13, there will be 2-3 individual presentations in tutorial classes, depending on the total number of students in the class. These individual presentations will serve as the basis for class discussion and reflection on a variety of issues raised by industry



speakers.

Every student needs to prepare a short 10-minute presentation on one or more topics of the previous weeks' guest lectures and/or student showcase presentations. The individual presentation should be in the form of reflecting on what are the key business issues and/or challenges you have learned from the industry speaker(s) and/or your fellow students in their showcase presentations --- you need to first introduce what are the issues/challenges etc. under investigation and then use concepts, ideas, and theories you have learned from previous units especially those in BUS201, BUS202 and BUS301 to critically review the issues/challenges and to make some recommendations where appropriate. Students can focus on only one particular guest lecture or link topics from different guest speakers together where possible and identify common issues/challenges discussed in those guest lectures. Students are also encouraged to link the discussion with international business news and development reported in the media.

A separate marking criteria will be uploaded to iLearn and provide more guidance on how to prepare your presentation.

### **Research and practice**

The assessment task requires students to conduct original research, which involves the collection and analysis of information from a range of sources and the recommendation of solutions for clients. Students should also use concepts, frameworks and theories learned from previous units (especially BUS201, BUS202, and BUS301) to reflect on the problems and issues identified by industry speakers.

On successful completion you will be able to:

- To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks
- To apply your academic learning to reflect on real-world experiences and contemporary business issues presented by guest speakers from a range of industries

## **Delivery and Resources**

**About this Unit** This unit includes an individual project and a semester-long group-based project as part of the PACE program. It integrates the materials that have been covered in previous years' International Business units, applying this material to international business problems as presented by the Client Partners. Its objectives are to investigate what kind of factors influence the international business strategies within an organisation to work towards achieving a competitive advantage.

**Teaching and Learning Strategy** The classes are conducted through a series of seminars (i.e. lectures) by industry speakers, mentoring and reflection workshops (i.e. tutorials) where students discuss and reflect upon what they have learned in the industry seminars, and mini-conferences where students showcase and present their projects around the Client Partners' specified



international business problem/s. Throughout the unit, the emphasis is on the analytical process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis for developing business recommendations or solutions for the Client Partners.

This unit examines international business strategy in the context of community engagement as a participation subject. Students will actively participate in projects within the international business area of the Client Partners to develop solutions for the problems/issues identified by industry speakers. Students will gain practical knowledge, experience and skills with the community organization and will be challenged to analyse the context and to examine the intersection between theory and practice. Students will contextualize their graduate capabilities, explore and develop their international business strategy potential through this community engagement. This unit aims at preparing students for effective, responsible, ethical and active management of the learning and development strategy through community engagement.

**Classes** Number and length of classes weekly: consistent with the Teaching and Learning Strategy, this participation unit has a unique structure with 2 hrs Seminar and Conference series (i.e. lectures) and 1 hr Mentoring and Reflection series (i.e. tutorials); students are expected to actively participate in class activities in both series. Participation record in both series will be kept as a part of assessment for the unit (see Assessment Task 3 for detail). Seminar and Conference series (i.e. lectures) is composed of two parts: In Seminar series (before week 10/11), speakers from participating companies will deliver their talks and/or prescribe a set of real world business issues, problems and challenges for students to develop their group and individual research projects. In Conference series (from week 10/11 to week 13), selected students (individual and/or group) will showcase their projects through in-lecture presentations (individual and/or group). Invited speakers will listen to students presentations and offer feedback and suggestions. These showcase presentations will allow client partners from diverse business sectors to converse with and engage specific students, and to potentially recruit them for either volunteer roles, mentoring programs, or formal employment. Students will benefit from building their collaborative relationships with client companies to gain further professional mentoring and to enhance their employment-seeking efforts.

Mentoring and Reflection series (i.e. tutorials) is where students reflect on what they have learned in the Seminar and Conference series by linking guest speakers' talks with knowledge and skills learned in previous units. From week 3 to week 13, in each tutorial class there will be 2-3 individual short presentations (see Assessment Task 4) which will serve the basis for class discussion and reflection; your tutor will moderate the discussions and reflections in the classes and provide mentoring on how to design, develop and deliver the individual/group projects.

**Required and Recommended Reading Materials** There is no prescribed textbook for the unit, relevant readings and links to various learning resources will be uploaded to iLearn to help students develop their projects. Throughout this course students are expected to relate the topics/issues/projects presented in Seminar and Conference series (i.e. lectures) to previous units' material (theories, models, concepts, readings etc.) for developing problem-solving skills. Students need to creatively apply what they have learned in previous units into the development of projects as prescribed by client partners. It is expected that students will be able to conduct

independent and collaborative research to address the issues/challenges as presented by guest speakers from participating companies.

**What is required to complete the unit satisfactory?** Students must make attempts for all assessment tasks and achieve a composite mark of 50.

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

**Changes from the last offering.** New participating companies and assessment tasks have been added

**Technology Used and Required** Access to a personal computer is required in order to access iLearn; students are required to use word processing, Turnitin, and powerpoint for presentation. The web page for this unit can be found at: iLearn <http://ilearn.mq.edu.au>

## 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/)

## 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

- To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks

- To apply your academic learning to reflect on real-world experiences and contemporary business issues presented by guest speakers from a range of industries
- To develop mini-consulting projects to address the business problems and issues identified by guest speakers from participating companies
- To employ problem solving skills to contribute to the development of a group project for client companies

## **Assessment tasks**

- Individual project report
- Group project report
- Reflection and participation
- Individual presentation

## **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**

- To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks
- To apply your academic learning to reflect on real-world experiences and contemporary business issues presented by guest speakers from a range of industries
- To develop mini-consulting projects to address the business problems and issues identified by guest speakers from participating companies
- To employ problem solving skills to contribute to the development of a group project for client companies

## **Assessment tasks**

- Individual project report
- Group project report
- Reflection and participation
- Individual presentation

## 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

- To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks
- To apply your academic learning to reflect on real-world experiences and contemporary business issues presented by guest speakers from a range of industries
- To develop mini-consulting projects to address the business problems and issues identified by guest speakers from participating companies
- To employ problem solving skills to contribute to the development of a group project for client companies

### Assessment tasks

- Individual project report
- Group project report
- Reflection and participation
- Individual presentation

## 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

- To integrate the knowledge and skills learned in previous units to identify, understand and analyse practical management tasks
- To develop mini-consulting projects to address the business problems and issues identified by guest speakers from participating companies

## **Assessment tasks**

- Individual project report
- Group project report
- Reflection and participation
- Individual presentation