



ICOM303

Writing for International Business and Finance

S1 Day 2014

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff Unit Convenor Howard Gelman howard.gelman@mq.edu.au Contact via howard.gelman@mq.edu.au
Credit points 3
Prerequisites 39cp
Corequisites
Co-badged status
Unit description This unit introduces the practical and theoretical dimensions of professional writing on international business and finance issues. The unit proposes to explain the variety of communication tools necessary for businesses to operate efficiently. The unit explores these approaches from different cultural perspectives that rely on English language communication in an international setting. Students will analyse, interpret and assess data and information in various forms.

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:

- Understand and evaluate international business issues
- Analyse business media cultures
- Demonstrate business writing skills, and write about business from an insider's perspective
- Demonstrate a knowledge of business tools—statistics and financial terms
- Demonstrate writing skills for international business audiences
- Apply disciplinary business knowledge to trade, finance and industry

Assessment Tasks

Name	Weighting	Due
<u>Tutorial participation</u>	10%	Ongoing
<u>Presentation and Report</u>	25%	Ongoing
<u>Product Analysis</u>	30%	Week 6
<u>Business Briefing</u>	35%	Week 11

Tutorial participation

Due: **Ongoing**

Weighting: **10%**

Marks will be awarded for participation in tutorial discussions and general contributions (marks are awarded for 'participation' as well as attendance). Failure to attend and participate in all tutorials could result in exclusion and consequent failure in the unit. In addition, two class quizzes will cover the readings.

Two quizzes during lecture on tutorial readings: week 6 (covers readings from week 2–6); week 13 (covers readings from week 7–12); 2 writing assignments during lecture.

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Presentation and Report

Due: **Ongoing**

Weighting: **25%**

Students will lead a 35-minute discussion based on the weekly readings and the tutorial activity as listed in the reader. You will have handouts covering your topic and a brief task for the class. Two or three students will be responsible for approximately 35 minutes of seminar time.

You are also required to provide a 500-word analysis of the readings using your own examples to explain key ideas. Don't summarize the readings and don't rely on explaining your presentation. You should try to show through outside examples how the readings reflect everyday business practices. This is an analysis of the reading not a duplicate of your class

presentation.

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Product Analysis

Due: **Week 6**

Weighting: **30%**

You will choose a nationally known Australian product. This could be any product that has not been sold overseas but could find a potential international market. Your task will be to show how the product can be marketed to other countries.

The brief will include:

1. An introductory letter addressed to the CEO or Board of Directors.
2. An executive summary detailing strategies to achieve success.
3. A campaign plan showing how you will market your product internationally.

Assessment will be based on research, creativity of description, use of language, attention to word limit and the accuracy of explanations.

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Business Briefing

Due: **Week 11**

Weighting: **35%**

Students will pick an international industry that affects Australia and analyse the key actors,

elements and implications for the relevant business sector. Identify some major companies in the industry and discuss the issues facing their prosperity. Your job is to decide for your investment reader what are the positive aspects and how to assess the negatives. You need to take a decision of what companies are overcoming problems and capitalizing on opportunities.

The report will be based on independent research drawn from a variety of primary and secondary sources including interviews (no more than six months old). The report is a business analysis. The report should contain a source list. Only four Internet sources are allowed and must be accompanied by a printout of the relevant research.

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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/

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

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcomes

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- Demonstrate business writing skills, and write about business from an insider's

perspective

- Demonstrate a knowledge of business tools—statistics and financial terms
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Assessment tasks

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- Presentation and Report
- Product Analysis
- Business Briefing

Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

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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:

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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.

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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.

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Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcomes

- Analyse business media cultures
- Demonstrate business writing skills, and write about business from an insider's perspective

Assessment tasks

- Product Analysis
- Business Briefing

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:

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Engaged and Ethical Local and Global citizens

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

Learning outcomes

- Analyse business media cultures
- Demonstrate a knowledge of business tools—statistics and financial terms
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Assessment tasks

- Tutorial participation
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Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

Learning outcomes

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Assessment tasks

- Presentation and Report
- Product Analysis
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