



BUS 201

Introduction to Global Business

MQC3 Day 2014

Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

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Mondays 3.30pm - 4.30pm

Moderator

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%	City Campus 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.

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**.

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 11

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 topic allocated during the semester.

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 11 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: **City Campus Examination Period**

Weighting: **40%**

Examination conditions:

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

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

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

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

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

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

On successful completion you will be able to:

- Analyse the complexity of the international business environment by understanding

international business trends along with the changes and contrasts between foreign markets through the differences in their legal, cultural, economic, and political systems.

- Identify the core principles of contemporary IB theory to international business development and practice through the study of international trade and investment, FDI, regional economic integration and international monetary systems.
- Analyse and integrate literature on international business to create a coherent, practical, rigorous argument.
- 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).

Required and Recommended 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.

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

- Morrison, J., (2009) *International business : challenges in a changing world*, New York: Palgrave Macmillan (ON RESERVE)
- Peng, M., (2013) *Global*, Mason, Ohio, Southwestern Cengage Learning, (ON RESERVE)
- Rugman, A., Brewer, T.L., (2001) *The Oxford handbook of international business*, Oxford, New York: Oxford University Press (ON RESERVE)
- Sitkin, A., Bowen, N., (2012) *International business: challenges and choices*, New York, Oxford University Press (ON RESERVE)
- Wild, J.J., Wild, K. L., Han, J.C.Y., (2013) *International business: the challenges of globalisation*, 7th ed, Upper Saddle River, NJ: Prentice Hall: (ON RESERVE)

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>

Technology Used and Required

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

Unit Web Page

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

Timetables:

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

Unit Schedule

Lecture Schedule

Week	Week Commencing	Topic	Readings
1	10 th Nov	Introduction and Expectations– Explanation of unit outline & course expectations The implications of globalisation	Chapter 1
2	17 th Nov	Culture and Business The implications of culture for business	Chapter 5

3	24 th Nov	National Differences in Political Economy Political, legal and transitional variations	Chapter 3
4	1 st Dec	Economic Environment and Development	Chapter 7
5	8 th Dec	Ethics and corporate responsibility Behaving responsibly around the world Presentations (in tutorial)	Chapter 8
6	15 th Dec	The Rise of Emerging Markets An examination of emerging markets and their expanding role in global business Presentations (in tutorial)	No chapter in textbook - see notice on iLearn
7	22 nd Dec	International trade and investment theory The conceptual basis and theoretical benefits of trade and investment	Chapter 2
Mid Term Xmas Break			
8	5 th January	The Political & Legal Environment of Trade and Investment WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism Submit Personal Assignment	Chapter 6
9	12 th Jan	Foreign Direct Investment History and structures	Chapter 8
10	17 th Jan Make up for 26 th Jan	Regional Economic Integration Different economic systems and their implication for international business	Chapter 9
11	19 th Jan	Foreign Exchange The impact of foreign exchange for IB Submit Group Assignment	Chapter 4
12	2 nd Feb	International Business Strategy	Chapter 10
13	9 th Feb	Course Review Exam preparation	

Tutorial Schedule

Week	Week Commencing	Topic	Assigned Work
1	10 th Nov	No tutorials in Week 1	
2	17 th Nov	Globalisation	Tutorial discussion –The globalisation of markets in our everyday lives? Form groups
3	24 th Nov	Culture	Tutorial activity - Handout provided in class. Finalise groups
4	1 st Dec	National Differences in Political Economy	Read Opening case “The risks of regulatory change: Animal welfare and the live cattle trade to Indonesia” (P117, qns – P160)
5	8 th Dec	Group Presentations	
6	15 th Dec	Group Presentations	
7	22 nd Dec	The Rise of Emerging Markets	Tutorial activity – details provided in class
Mid Term Xmas Break			
8	5 th January	International Trade and Investment	Read Closing case – Logitech (P295) <u>Submit individual assignment</u>
9	12 th Jan	Political Economy	Read – Closing case, ‘Tobacco Plain-Packaging Laws in Australia: Health or Trade Issues?’ (P353)
10	17 th Jan Make up for 26 th Jan	Foreign Direct Investment	Read – Closing Case “Spain’s Telefonica” (P389)
11	19 th Jan	Regional Economic Integration	Read – Closing Case “NAFTA and Mexican Trucking” (P423) Tutorial activity – details provided in class <u>Submit group assignment</u>
12	2 nd Feb	International Business Strategy	

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/

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>

For further information, please refer to the following link:

<http://universitycouncil.mq.edu.au/legislation.html>

Grade Appeals and Final Examination Script Viewing City Campus

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.city.mq.edu.au/reviews-appeals.html>

Attendance at Macquarie City Campus

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally Macquarie City Campus monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the Disruptions Policy for more details about this.

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 Support at Macquarie City Campus

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing info@city.mq.edu.au with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

StudyWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills
- Personal assistance with your learning & study related questions
- ALPS - http://www.students.mq.edu.au/support/learning_skills/postgraduate/alps/

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.

IT Help at Macquarie City Campus

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/> or call 02 9850-4357.

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 and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

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

Changes from Previous Offering

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

Marking Guides and Peer Assessment Form

Marking Guides for Assignments

Marking guides will be provided when details of the assessments are released.

Research and Practice

This unit uses research from external sources and Macquarie University researchers as listed in the references lists on iLearn

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)
