BUS 201
Introduction to Global Business
MQC1 Day 2015
Dept of Marketing and Management

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General Information

Unit convenor and teaching staff
Lecturer
Stephen Erichsen
steve.erichsen@mqc.edu.au
Contact via steve.erichsen@mqc.edu.au
Tuesdays 5.30pm - 6.00pm & other times by appointment

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 http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. 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.
2. 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.

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

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

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Test</td>
<td>15%</td>
<td>Week 5</td>
</tr>
<tr>
<td>Weekly Homework</td>
<td>20%</td>
<td>Weekly as set</td>
</tr>
<tr>
<td>Group Report</td>
<td>25%</td>
<td>Week 12</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>City Campus Examination Period</td>
</tr>
</tbody>
</table>

**Class Test**

Due: **Week 5**

Weighting: **15%**

The Class Test is worth 15% of your final grade. It will be conducted in Week 5 in the Lecture class.

The test will be Multiple Choice in format and taken from Chapters 1-4.

This Assessment Task relates to the following 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.

**Weekly Homework**

Due: **Weekly as set**

Weighting: **20%**

The Homework is worth 20% of the final grade.
Each week there will be homework set that will be due in the following week’s tutorial. Details will be published separately on iLearn.

It will be reviewed in the tutorial on the weeks indicated. There will be 6 random collections of this homework throughout the semester and the highest 4 results that you achieve will be considered as your homework mark. Each collection will have a total maximum value of 5 marks. This work must be completed on a computer before class and submitted after the homework has been discussed. You are encouraged to make additional notes on the homework in class during the review. It will be marked and returned to you the following week as a valuable revision paper.

No extensions will be granted. Late tasks will be accepted up to 24 hours after the submission deadline. There will be a deduction of 50% 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 – 50% penalty). This penalty does not apply for cases in which an application for unavoidable disruption is made and approved.

This Assessment Task relates to the following 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.

Group Report

Due: Week 12
Weighting: 25%

3. GROUP REPORT

The Group Report is worth 25% of the final grade. It is due in Week 12 in tutorials.

In your designated group you will develop a 4500 word written REPORT on the topic allocated during the semester.

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.

- Medical devices industry
- Fashion industry
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 unavoidable disruption is made and approved.

All group work is peer moderated

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)

NOTE: Assessment Components – GROUP REPORT TURNITIN

Remember your group report must be your own work. Therefore, your assignment must be submitted to Turnitin on iLearn. A link to Turnitin and instructions on how to submit an assignment to Turnitin will be provided.

Please note that when submitting your essay and report you must include the following:

• Cover sheet with student/s name, student ID number, tutorial/class enrolment number, tutorial day and time;

• Turnitin receipt email. This email provides time and date proof of assignment submission to the Turnitin system; and

• Printed copy of the ‘Originality Report’ from Turnitin.

Any submission not containing a student cover sheet, a print out of the Turnitin Receipt email stating time/date of submission, as well as the Turnitin Originality report will not be marked.

In terms of the group report, each group is responsible for assessing its level of plagiarism. Although you can submit the report to Turnitin as many times as you like before the due date, only the final submission will count to Turnitin. Any Turnitin Report with 20%+ plagiarism will be carefully reviewed and marks deducted equivalent to the percentage plagiarised.

Students will be placed in a group, even if they are not present on the day Groups are set up and topics assigned. If a student is not present the lecturer will send them a portal message informing them which group they are in. It is the individual responsibility of all students to attend class, to read portal messages, meet with the other group members and to establish group tasks and meeting arrangements. If a student does not participate in this Group task they will not be eligible for the mark given to the other group members nor will they be awarded any marks for the assessment.

This Assessment Task relates to the following 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.

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

This Assessment Task relates to the following 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.

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 4e 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


http://unitguides.mq.edu.au/unit_offerings/47500/unit_guide/print 8
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

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

Unit Schedule
Lecture Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Week Commencing</th>
<th>Lecture Topic</th>
<th>Textbook Reference</th>
<th>Tutorial Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17th March</td>
<td>Introduction</td>
<td>Chapter 1</td>
<td>Overview of expectations &amp; homework</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The implications of globalisation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>24th March</td>
<td>Theories of Trade</td>
<td>Chapter 2</td>
<td>Turnitin lesson, referencing lesson Homework 1</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Chapter</td>
<td>Additional Information</td>
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<tr>
<td>3</td>
<td>31st March</td>
<td>The Political Economy of Trade</td>
<td>3</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>4</td>
<td>7th April</td>
<td>The Foreign Exchange Market</td>
<td>4</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>5</td>
<td>14th April</td>
<td>Class Test</td>
<td></td>
<td>Covers material in Weeks 1 – 4 (Chapters 1-4)</td>
</tr>
<tr>
<td>6</td>
<td>21st April</td>
<td>The International Monetary System</td>
<td>5</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>7</td>
<td>28th April</td>
<td>Foreign Direct Investment</td>
<td>6</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>8</td>
<td>5th May</td>
<td>Regional Economic Integration</td>
<td>7</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>9</td>
<td>12th May</td>
<td>The Rise of Emerging Markets</td>
<td></td>
<td>No chapter in textbook - see notice on iLearn</td>
</tr>
<tr>
<td>10</td>
<td>19th May</td>
<td>The Political &amp; Legal Environment of Trade and Investment</td>
<td>9</td>
<td>Chapter 9</td>
</tr>
</tbody>
</table>
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:


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/]

Results

Results shown in iLearn, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.

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:


For further information, please refer to the following link:

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.


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
Student Support

Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](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 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/](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](http://www.campuslife.mq.edu.au/campuswellbeing)

StudyWISE provides:

- Online learning resources and academic skills workshops [http://www.mq.edu.au/learning_skills](http://www.mq.edu.au/learning_skills)
- Personal assistance with your learning & study related questions

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

Equity 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.

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.
Graduate Capabilities

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

- Class Test
- Weekly Homework
- 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**

- Weekly Homework
- Group Report
- Final Examination

**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

• Class Test
• Weekly Homework
• Group Report
• Final Examination

Critical, Analytical and Integrative Thinking

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

This graduate capability is supported by:

Learning outcomes

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

• Class Test
• Weekly Homework
• Group Report
• Final Examination

Changes from Previous Offering

After a review with Macquarie University, there is now the inclusion of a Class Test as an early diagnostic and regular homework assessments in place of an individual assignment.

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____________________________________

<table>
<thead>
<tr>
<th>Student ID</th>
<th>Student Name</th>
<th>Email</th>
<th>Signature</th>
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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 cooperation/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)