



# ICOM303

## Writing for International Business and Finance

S1 Day 2016

*Department of Media, Music, Communication and Cultural Studies*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff  
Associate Lecturer  
Howard Gelman  
[howard.gelman@mq.edu.au](mailto:howard.gelman@mq.edu.au)  
Y3A190  
Monday 12–1pm, Tuesday 12–1pm

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>Participation</u>	20%	Ongoing
<u>Presentation and Report</u>	20%	Ongoing
<u>Product Analysis</u>	30%	Week 6
<u>Business Briefing</u>	30%	Week 11

### Participation

Due: **Ongoing**

Weighting: **20%**

Attendance (at least 80%) at lectures and tutorials is a unit requirement. Marks will be awarded for participation in tutorial discussions and general contributions during lecture (marks are awarded for active 'participation' as well as attendance). Failure to attend and participate in all lectures and tutorials could result in exclusion and consequent failure in the unit. There will be two in-class quizzes during lecture on tutorial readings: week 6 (covers readings from week 2–6); week 13 (covers readings from week 7–12). In addition, there will be at least three in-class writing assignments during lecture. Assessment criteria will include: level of tutorial discussion; participation in class activities; satisfactory completion of all lecture tasks including writing assignments and quizzes;

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### Presentation and Report

Due: **Ongoing**

Weighting: **20%**

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 individually a 350-word analysis of the readings using your own

examples to explain key ideas. This report is to be delivered the following week in tutorial. 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. Assessment criteria include: understanding of readings; ability to convey ideas in presentation; ability to adapt ideas to a concise written format.

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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 in a 1200 word business report. 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 criteria will be based on the following: research, creativity of description, use of business report formats, attention to word limit and the accuracy of explanations. Reports must be handled through Turnitin.

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## Business Briefing

Due: **Week 11**

Weighting: **30%**

Students will pick an international industry that affects Australia and analyse the key actors, elements and implications for the relevant business sector in a 1500 word report. You must identify two 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. Assessment criteria include: ability to use the business report structure; clarity of analysis; adherence to language rules and use of visual aids. Reports must be handled through Turnitin.

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## Delivery and Resources

### Technology and required reading

1. In-class assignments will require use of a computer and Microsoft Word.
2. Required reading: ICOM303 Unit Reading Guide semester 1 2016 available at the Coop.

*Everyone Can Write*, H. Gelman, Exisle Pub, 2014 available at the Coop.

Please consult teacher for access to a computer or any more specific requirements.

## Unit Schedule

Lectures and tutorials will be held during the first week of classes. Presentation assignments will be allocated in the tutorials during O week.

## 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)

**New Assessment Policy in effect from Session 2 2016** [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html). For more information visit [http://students.mq.edu.au/events/2016/07/19/new\\_assessment\\_policy\\_in\\_place\\_from\\_session\\_2/](http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/)

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.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/)

## 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](http://ask.mq.edu.au).

## Additional information

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments\\_of\\_media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_media_music_communication_and_cultural_studies/)

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

## 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://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### 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

## 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:

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- Participation
- Presentation and Report
- Product Analysis
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## 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.

This graduate capability is supported by:

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- Understand and evaluate international business issues
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## Assessment tasks

- Participation
- Presentation and Report
- Product Analysis
- Business Briefing

## 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

- Understand and evaluate international business issues
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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.

This graduate capability is supported by:

## Learning outcomes

- Understand and evaluate international business issues
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- Demonstrate writing skills for international business audiences
- Apply disciplinary business knowledge to trade, finance and industry

## Assessment tasks

- Presentation and Report
- Product Analysis
- Business Briefing

## 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

- Understand and evaluate international business issues
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## 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**

- 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
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## **Assessment tasks**

- Participation
- Presentation and Report
- Product Analysis
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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
- Apply disciplinary business knowledge to trade, finance and industry

## **Assessment tasks**

- Participation
- Presentation and Report
- Product Analysis
- Business Briefing

## 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

- Understand and evaluate international business issues
- Analyse business media cultures
- Demonstrate a knowledge of business tools—statistics and financial terms
- Apply disciplinary business knowledge to trade, finance and industry

### Assessment tasks

- Presentation and Report
- Product Analysis
- Business Briefing