



# BUS 303

## International Business Project

S2 Day 2016

*Dept of Marketing and Management*

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## General Information

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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 two major research projects 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:

Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems

Apply your academic learning to reflect on real-world experience and contemporary business issues presented by speakers from a range of industries

Employ problem solving skills for a mini-consulting project to address the business problems and challenges identified by speakers from participating companies

Collaborate with a team to contribute to the development of a group project for client companies

## General Assessment Information

**General guide on how to submit individual report|:**

- Submit a **hard copy to BESS** before the deadline. 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, you must submit a hard copy to BESS by the due date**)
- **A separate submission guide detailing marking criteria will be uploaded to iLearn**

**Late submissions:**

NO extensions for any assessment tasks will be granted except for cases in which an application for Disruption of Studies is made and approved. For individual project report, late submissions will attract 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 Disruption of Studies is made and approved.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#"><u>Individual project report</u></a>	40%	No	4 pm, 20 October (week 10)
<a href="#"><u>Group project presentation</u></a>	40%	No	week 6-13, in-tutorial
<a href="#"><u>Reflection and participation</u></a>	20%	No	weekly in class

### Individual project report

Due: **4 pm, 20 October (week 10)**

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 a project assignment, you can only choose a 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 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 11 or week 12 to week 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.

### **Late Submissions**

**NO EXTENSIONS WILL BE GRANTED EXCEPT WHERE THERE ARE EXTENUATING CIRCUMSTANCES SUPPORTED BY MEDICAL EVIDENCE OR IN INSTANCES WHERE PRIOR AGREEMENT HAS BEEN MADE WITH THE LECTURER. THIS MUST BE AGREED ON IN ADVANCE OF THE DUE DATE.**

**FOR LATE SUBMISSIONS, 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 (i.e. 25 HOURS LATE IN SUBMISSION - 20% PENALTY). THIS PENALTY DOES NOT APPLY FOR CASES IN WHICH AN APPLICATION FOR DISRUPTION OF STUDIES IS MADE AND APPROVED.**

### **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:

- Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems
- Apply your academic learning to reflect on real-world experience and contemporary business issues presented by speakers from a range of industries
- Employ problem solving skills for a mini-consulting project to address the business problems and challenges identified by speakers from participating companies

## **Group project presentation**

Due: **week 6-13, in-tutorial**

Weighting: **40%**

### **Format: Group Presentation Plus A Written Report**

**This assessment task is composed of two parts: a group mark on group presentation performance (20%) and an individual mark on individual performance during the presentation (20%). While every group member will receive the same group mark for group presentation performance, it is possible that each member will receive a different individual mark (and hence different total mark for this assessment task) as a result of differential performance at individual level.**

The unit provides students opportunities to manage and participate in a group project 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 there will be 8 groups for Tuesday and Wednesday tutorial classes and 7 groups for Monday classes. During tutorial classes from week 6 to week 13, each group will present on a project of their choice – BUT, the group project selected must be different from the individual project your group members have chosen to do --- for example, if your group has chosen to do a project based on the topic delivered by guest speaker in week 5 lecture, NONE of your group members can choose the same topic again for your individual project report. Also, groups scheduled to present later in the semester are **STRONGLY** encouraged to avoid repeating the same topic that has been presented by previous groups unless you can present completely different solutions/recommendations with the use of different theories/frameworks/concepts and with the support of different empirical research and analysis – failing to do so may be perceived as plagiarizing previous groups' arguments and research and receive a ZERO or low mark as the result.

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 presentation is a formal and professional presentation that provides solutions or recommendations to the client partners on the issues defined by client partners' speakers. Your presentation should be 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).

On your presentation day, each group **MUST** submit a **Group Project Members' Contribution Report** summarizing each member's contribution to the group project. A separate **Group Project Guide** on how to prepare for your group project presentation and members' contribution reports will be uploaded to iLearn and will be discussed in classes. The Guide also provides detailed marking criteria for group performance and individual performance.

### **Late Submissions**

NO extensions will be granted. Students who have not participated in group project presentation will be awarded a mark of zero for the task.

### **Research and practice**

The assessment task requires students to work as a team 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:

- Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems
- Apply your academic learning to reflect on real-world experience and contemporary business issues presented by speakers from a range of industries
- Employ problem solving skills for a mini-consulting project to address the business problems and challenges identified by speakers from participating companies
- Collaborate with a team 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.

### **Late Submissions**

NO extensions will be granted. Students who have not submitted Seminar Participation and Reflection Sheet to their tutors will be awarded a mark of zero for the task. Specifically, 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:

- Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems
- Apply your academic learning to reflect on real-world experience and contemporary business issues presented by speakers from a range of industries

## **Delivery and Resources**

**About this Unit** This unit includes an individual project and a group-based project as part of the PACE program. It requires students to integrate the materials covered in previous years' International Business units and apply them 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 11/12), 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 11/12 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 6 to week 13, in each tutorial class there will be group presentations (see Assessment Task 2) which will serve the basis for class discussion and reflection; your tutor will moderate the discussions and reflections in 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)

**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](#).

## 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

### 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**

- Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems
- Apply your academic learning to reflect on real-world experience and contemporary business issues presented by speakers from a range of industries
- Employ problem solving skills for a mini-consulting project to address the business problems and challenges identified by speakers from participating companies
- Collaborate with a team to contribute to the development of a group project for client companies

## **Assessment tasks**

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

## **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**

- Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems
- Apply your academic learning to reflect on real-world experience and contemporary business issues presented by speakers from a range of industries
- Employ problem solving skills for a mini-consulting project to address the business problems and challenges identified by speakers from participating companies
- Collaborate with a team to contribute to the development of a group project for client companies

## **Assessment tasks**

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

## 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

- Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems
- Apply your academic learning to reflect on real-world experience and contemporary business issues presented by speakers from a range of industries
- Employ problem solving skills for a mini-consulting project to address the business problems and challenges identified by speakers from participating companies
- Collaborate with a team to contribute to the development of a group project for client companies

### Assessment tasks

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

## 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

- Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems
- Employ problem solving skills for a mini-consulting project to address the business problems and challenges identified by speakers from participating companies

### Assessment tasks

- Individual project report

- Group project presentation
- Reflection and participation

## 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

- Integrate academic knowledge and skills learned in previous units to identify, analyse and solve practical management problems
- Apply your academic learning to reflect on real-world experience and contemporary business issues presented by speakers from a range of industries
- Employ problem solving skills for a mini-consulting project to address the business problems and challenges identified by speakers from participating companies

### Assessment tasks

- Individual project report
- Group project presentation

## Changes from Previous Offering

participating companies have changed and new industry projects are used for students assignments