



BUS 201

Introduction to Global Business

S2 Day 2018

Archive (Pre-2019) - Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Murray Taylor

murray.taylor@mq.edu.au

Contact via Contact via email or in person

Informal consultations at the end of each lecture. Formal consultation Wednesdays 6-7pm (4ER 510)

Rebecca Young

rebecca.young@mq.edu.au

Credit points

3

Prerequisites

BBA102 or BBA111

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, challenges, opportunities, changes and contrasts of the international business environment.

Identify and effectively communicate the core principles of contemporary IB theory to international business development and practice as an individual and as part of a group.

Critically analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.

Evaluate international business decisions, systems and/or policies in the context of ethical theories.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Group Report</u>	25%	No	Friday 4pm, Week 7
<u>Presentation (from Group Work)</u>	25%	No	Week 10 Monday 4pm
<u>Final Examination</u>	50%	No	University Examination Period

Group Report

Due: **Friday 4pm, Week 7**

Weighting: **25%**

1a. Group Report

Submission: A soft copy of the report must be submitted via Turnitin by Week 7 - Friday 4pm. Submission on an earlier date is acceptable. (NOTE: if we do not receive a copy of your submission via Turnitin by Week 7 – Friday 4pm, you will be penalised as per the guidelines below).

Extension: No extensions for this assessment task will be granted except for cases in which an application for Special Consideration is made and approved

Penalties: No extensions will be granted. 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.

The Group Report is worth 25% of the final grade.

You will be required to join a group (minimum of four students and no more than five students) in your tutorial. In your group you will develop a 4000 word written **REPORT**.

As this is a group exercise all members of the group are expected to contribute actively and substantially (see Assessment Guide). 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/concepts as well as sources 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

Please see the Assessment Guide for more information about this assessment and the assessment marking criteria/rubric.

On successful completion you will be able to:

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Presentation (from Group Work)

Due: **Week 10 Monday 4pm**

Weighting: **25%**

1b. Presentation (based on your Group Report)

Submission: The slides for your presentation are due Monday Week 10 4pm via Turnitin. The oral presentation will be given in Weeks 10-13. The exact time and date of your presentation will be determined by your tutor. A printed copy of the slides for each presentation should be provided to the tutor at the beginning of the allocated tutorial. The printed slides must be identical to those submitted to Turnitin in Week 10.

Extension: Students who are absent for the oral presentation and for the hard copy submission of their slides will score zero for this assessment task. This penalty does not apply to cases in

which an application for Special Consideration has been made and approved. If approved, policy allows for the provision of one additional assessment task. This task need not be the same as the missed assessment. It could be a test, essay or oral task. In submitting a Special Consideration application, the student is agreeing to make themselves available so that they can complete any extra work as required. The time and date, deadline or format of any required extra assessable work is not negotiable.

Penalties: Students who are absent for the oral presentation and for the submission of their slides will score zero for this assessment task. This penalty does not apply to cases in which an application for Special Consideration has been made and approved. If approved, policy allows for the provision of one additional assessment task. This task need not be the same as the missed assessment. It could be a test, essay or oral task. In submitting a Special Consideration application, the student is agreeing to make themselves available so that they can complete any extra work as required. The time and date, deadline or format of any required extra assessable work is not negotiable.

The Group Presentation comprises an oral presentation (worth 19% of the final grade) and a slide component (worth 6% of the final grade)

It is expected that each group presents their answer to the question (found in the Assessment Guide) as a cohesive group presentation. Each member of the team will be marked on their individual presentation i.e. not as a group. Although your presentation will be presented as a group, you will be individually assessed based on the marking criteria attached to the Assessment Guide.

Each group member will give an oral presentation that is a minimum of 2 minutes and 30 seconds but not exceed 3 minutes. There will be an emphasis on your presentation style and delivery as well as content for your oral presentation.

You are required to print out and present your slides to your tutor at the start of your allocated tutorial. Each individual presenter will provide a copy of their slides clearly indicating their student ID and full name. Please see the Assessment Guide for more information about this assessment and the marking criteria/rubric.

On successful completion you will be able to:

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Final Examination

Due: **University Examination Period**

Weighting: **50%**

A compulsory final exam will be set during the exam period. The format of the final exam will be long essay questions.

Examination conditions:

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.

The only exception to not sitting an examination at the designated time in the University Examination Timetable 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 the Special Consideration process is available at <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>.

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.

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:

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Delivery and Resources

Classes

This unit is taught using lectures and applications lectures (whole-of-class tutorials).

Lectures are normally available online. Some lectures may be edited from their original content or may not be available due to guest lecture requirements. In these instances, students will be informed that they should attend class to have access to all available content.

The timetable for classes can be found on the University website at <http://www.timetables.mq.edu.au/>

Required Texts and/or Materials

It is expected that students have a copy of the textbook.

Taylor, M., (2017) Introduction to Global Business BUS201, Melbourne, Victoria: Pearson Australia

The textbook will be made available through the Co-Op Bookshop. The textbook is also available digitally. Please see the link below for the digital copy

<http://www.pearson.com.au/9781488619229>

Other required readings will be made available through eReserve and the iLearn web page.

Technology Used and Required

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

Requirements for satisfactory completion

Students need to achieve a final result of 50% or more to satisfactorily complete the requirements of the unit.

Unit Web Page

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

Timetables and timetabling information can be found at <http://timetables.mq.edu.au>

Unit Schedule

Lecture Schedule

Date	Topic	Corresponding textbook chapter
Week 1	Introduction and Expectations-- Explanation of unit outline & course expectations The implications of globalisation	Chapter 1

Week 2	Introduction and Expectations– Explanation of unit outline & course expectations The implications of globalisation	Chapter 1
Week 3	Cross-Cultural Business The impact of conducting business across different culture	Chapter 2
Week 4	National Differences in Political Economy Political, legal and transitional variations	Chapter 3
Week 5	Economic Environment and Development Issues and levels of economic development	Chapter 4
Week 6	Ethics and corporate responsibility Behaving responsibly around the world	Chapter 11
Week 7	International trade and investment theory The conceptual basis and theoretical benefits of trade and investment	Chapter 5
Week 8	Reading Week Overview and examine relevant readings.	N/A
Week 9	The Political Economy of Trade and Investment WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism	Chapter 6
Week 10	Regional Economic Integration Different economic systems and their implication for international business	Chapter 8
Week 11	Foreign Exchange/International Monetary System The impact of foreign exchange for IB	Chapters 9 and 10
Week 12	ACCC (Guest Lecture) An overview of the functions and role of the ACCC in the Australian economy	No textbook chapter
Week 13	Course Review Exam Preparation	N/A

Tutorial Schedule

<u>Session</u>	<u>Topic</u>	<u>Assigned Work</u>
Week 1	No tutorials in Week 1	

Week 2	Globalisation	Read Chapter 1 and readings
Week 3	Globalisation	Read Chapter 1 and readings
Week 4	Cross-Cultural Business	Read Chapter 2 and readings
Week 5	National Differences in Political Economy	Read Chapter 3 and readings
Week 6	Economic Environment and Development	Read Chapter 4 and readings
Week 7	Ethics and corporate responsibility	Read Chapter 11 and readings
Week 8	No tutorials (Reading Week)	Read assigned readings available on iLearn
Week 9	International trade and investment theory	Read Chapter 5 and readings
Week 10	Presentations	Read Chapter 6 and readings
Week 11	Presentations	Read Chapter 8 and readings
Week 12	Presentations	Read Chapters 9 and 10 as well as any readings
Week 13	Presentations, course revision and exam preparation	Revise ACCC Guest lecture and readings

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway \(htt](#)

[ps://students.mq.edu.au/support/study/student-policy-gateway](https://students.mq.edu.au/support/study/student-policy-gateway)). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

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>

Grading Appeals and Final Examination Script Viewing

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.businessandconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

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

IT Help

For help with University computer systems and technology, visit http://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

- Analyse the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify and effectively communicate the core principles of contemporary IB theory to international business development and practice as an individual and as part of a group.
- Critically analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

Assessment tasks

- Group Report
- Presentation (from Group Work)
- 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, challenges, opportunities, changes and contrasts of the international business environment.
- Identify and effectively communicate the core principles of contemporary IB theory to

international business development and practice as an individual and as part of a group.

- Critically analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

Assessment tasks

- Group Report
- Presentation (from Group Work)
- 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

- Identify and effectively communicate the core principles of contemporary IB theory to international business development and practice as an individual and as part of a group.
- Critically analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

Assessment tasks

- Group Report
- Presentation (from Group Work)
- Final Examination

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 the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify and effectively communicate the core principles of contemporary IB theory to international business development and practice as an individual and as part of a group.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

Assessment tasks

- Presentation (from Group Work)
- Final Examination

Changes from Previous Offering

This unit has updated its assessment components from S1 2018.

Program Learning Outcomes

This unit supports the development of program learning outcomes (PLO) for degree(s) delivered by the Faculty of Business and Economics. PLOs describe the educational outcomes of a degree and what you should be able to know, understand and do by the end of your degree.

Unit learning outcomes 1, 3 & 4 and the Group Report and Presentation and Final Examination assessments contribute to the following PLOs:

PLO1 Discipline Specific Knowledge and Skills

PLO4.1 Communication

PLO4.2 Global Citizens

Research & Practice, Global contexts & Sustainability

BUS 201 is a unit that is focused around the global business environment. This extends to the importance of global contexts. This is a key theme throughout the unit and is prevalent in the units learning outcomes and assessment tasks.

The issue of sustainability is also a key element of the unit material. Within the course, we will discuss the importance of sustainability for harmony and wellbeing e.g. human rights, economies and economic wellbeing e.g. trade and development systems, and implementation and governance e.g. participation of stakeholders in decision making.

Research and Practice

TEXTBOOKS

Cavusgil, S.T., Knight, G., Riesenberger, J.R., (2016) International Business: The New Realities,

Upper saddle River, N.J. : Pearson Prentice Hall, (ON RESERVE)

Daniels, J.D., Radebaugh, L. H., Sullivan, D.P., (2017) International business: environments and operations, 12th ed, Upper Saddle River, NJ: Pearson/Prentice Hall (ON RESERVE)

Hill, C.W.L., (2018) International business: competing in the global marketplace, 12th ed, Boston : McGraw-Hill/Irwin (ON RESERVE)

Hill, C.W.L., Cronk, T., Wickramasekera, R., (2016) Global Business Today, 4th ed, North Ryde, Sydney: McGraw-Hill Australia (ON RESERVE)

Rugman, A., Brewer, T.L., (2010) The Oxford handbook of international business, Oxford, New York: Oxford University Press (ON RESERVE)

Wild, J.J., Wild, K. L., Han, J.C.Y., (2018) International business: the challenges of globalisation, 9th ed, Upper Saddle River, NJ: Prentice Hall: (ON RESERVE)

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

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

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>