BUS 201
Introduction to Global Business
D2 2012
Marketing and Management

Contents

General Information 2
Learning Outcomes 3
Assessment Tasks 3
Delivery and Resources 10
Unit Schedule 11
Policies and Procedures 15
Graduate Capabilities 17
Marking Guides and Peer Assessment Form 21
Team Agreement 26

Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.
## General Information

<table>
<thead>
<tr>
<th>Unit convenor and teaching staff</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer in Charge</td>
<td>Stephen Erichsen</td>
</tr>
<tr>
<td></td>
<td><a href="mailto:stephen.erichsen@mq.edu.au">stephen.erichsen@mq.edu.au</a></td>
</tr>
<tr>
<td>Contact via</td>
<td><a href="mailto:stephen.erichsen@mq.edu.au">stephen.erichsen@mq.edu.au</a></td>
</tr>
<tr>
<td></td>
<td>Thursdays 430-600pm</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unit Convenor</th>
<th>Rob Jack</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact via</td>
<td><a href="mailto:rob.jack@mq.edu.au">rob.jack@mq.edu.au</a></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:rob.jack@mq.edu.au">rob.jack@mq.edu.au</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Tutor</th>
<th>Murray Taylor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact via</td>
<td><a href="mailto:murray.taylor@mq.edu.au">murray.taylor@mq.edu.au</a></td>
</tr>
<tr>
<td></td>
<td><a href="mailto:murray.taylor@mq.edu.au">murray.taylor@mq.edu.au</a></td>
</tr>
</tbody>
</table>

| Credit points        | 3 |

| Prerequisites        | MKTG101 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 some important differences which this unit examines. At the 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 are 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 international business strategy.
Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes

1. An understanding of the development of the global marketplace and its impact on organisations and countries.
2. An understanding of major influences and controls on organisations that participate in international markets.
3. An understanding of the functional aspects of international business.
4. An understanding of current and future trends affecting the growth of globalisation and international business.

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 6</td>
</tr>
<tr>
<td>Individual Assignment</td>
<td>25%</td>
<td>Week 7</td>
</tr>
<tr>
<td>Group Assignment</td>
<td>20%</td>
<td>Week 11</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

Class Test

Due: **Week 6**
Weighting: **15%**

Submission: 90 Minutes - This will be completed in your normal lecture time.

What is required to complete the unit satisfactorily: 60 Multiple Choice and true/false questions

This Assessment Task relates to the following Learning Outcomes:

- An understanding of the development of the global marketplace and its impact on organisations and countries.
- An understanding of major influences and controls on organisations that participate in international markets.
- An understanding of the functional aspects of international business.
- An understanding of current and future trends affecting the growth of globalisation and
individual business.

Individual Assignment

Due: **Week 7**
Weighting: **25%**

Submission: This must be submitted in Week 7 to your tutor in your regular tutorial class.

Extension: Only by prior arrangement with the Lecturer in Charge

Penalties: 10% for each day late.

What is required to complete the unit satisfactorily:

Each student will be expected to submit an individual assignment of 2,000 words in Week 7. The required format for the assignment is an ESSAY. The topic is as follows:

*Choose and collect two newspaper or periodical articles that have relevance to international business. Both articles must be published between 1st August and 31st August 2012 in one or more Australian newspapers or periodicals. Carefully select each article so that both fall into one of the major topic areas of international business that we have already covered.*

Now respond to the following questions:

1. What are the implications for each of the selected articles for:
   a. the Australian government
   b. Australian businesses (meaning domestic firms)
   c. Multinational corporations (meaning international firms)

2. In your opinion, what are the most relevant **international business concepts or theories** (discussed in Chapters 1-5 of your text and the basis of the lecture program) that could be used to analyse each or both of these articles? Give reasons for your answer.

   In analysing Question 2 you should choose either one different concept or theory for each article (ie two theories) or one theory that can apply to both articles.

   Include copies of both articles (either the original ‘cut-outs’ or a print out of the article from the newspaper’s website) as appendices to your assignment.

Your essay should incorporate at least 12 different references. These can be sourced from the following:

- Academic articles
- Relevant textbooks
- Periodicals
- Newspapers
- Relevant online sources

The 12 references should be evenly balanced between these five resource options. Examples of all of these reference options are detailed on pages 5-6 of this guide.
Students are expected to maintain an appropriate standard in presenting their essay. Remember to acknowledge your sources throughout the paper using the Harvard referencing system. 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. Late submission of the assignment will incur a penalty of 10% of the value of the assignment for every day that it is late. Your essay must be submitted to Turnitin at www.turnitin.com (The Turnitin Code will be provided in Week 5).

This Assessment Task relates to the following Learning Outcomes:

- An understanding of the development of the global marketplace and its impact on organisations and countries.
- An understanding of major influences and controls on organisations that participate in international markets.
- An understanding of the functional aspects of international business.
- An understanding of current and future trends affecting the growth of globalisation and international business.

Group Assignment

Due: Week 11
Weighting: 20%

Submission: Hard copy to your tutor in Week 11

Extension: Only by arrangement with Lecturer in Charge

Penalties: 10% for each day that it is late

What is required to complete the unit satisfactorily:

The Group Report is worth 20% of the final grade. It is due in Week 11.
The mark allocation is 15% for the report and 5% for a class presentation.

You will be required to join a group (of no more than four students, preferably three), and develop a 4000 word written REPORT and present that to the class on the topic detailed below:

Analyse a developing and a developed country as a possible site for a ‘greenfield’ foreign direct investment. You selection of countries should be limited to the following choices:
‘Developing Strongly’: South Korea, India or China (choose one from these three)

‘Developed’: USA, UK or France (choose one from these three)

Assume that you are responsible for a large Australian manufacturing firm that is keen to internationalise by a ‘greenfield’ foreign direct investment via sole ownership. Consider the issues that would help you make such a business decision. For example –

- What are the advantages and disadvantages of investing in each country?
- How does the legal system affect business?
- What political, cultural and economic risks apply?

The paper should not only focus on the positive aspects of each country. It should be a balanced consideration of the overall prospects for successful investment there.

Finally, you should conclude as to which country will be the host of your investment – your final decision/recommendation must be supported and justified.

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.

All group work is peer moderated (see Appendix 1)

In Week 11 each student will submit a peer evaluation assessment for each member in their group (including themselves). This will then allow a peer factor to be allocated to the Group’s raw score for each individual student, allowing a dispersion of marks within the same group. **This peer factor is kept confidential. (See Appendix 1)**
Assessment Components – ESSAY & GROUP REPORT TURNITIN

Remember your individual essay and group report must be your own work. Therefore, both assignments must be submitted to Turnitin at www.turnitin.com. 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.

This Assessment Task relates to the following Learning Outcomes:
• An understanding of the development of the global marketplace and its impact on organisations and countries.
• An understanding of major influences and controls on organisations that participate in international markets.
• An understanding of the functional aspects of international business.
• An understanding of current and future trends affecting the growth of globalisation and international business.
Final Examination

Due: University 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 a combination of multiple choice and 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:

• An understanding of the development of the global marketplace and its impact on organisations and countries.

• An understanding of major influences and controls on organisations that participate in international markets.

• An understanding of the functional aspects of international business.

• An understanding of current and future trends affecting the growth of globalisation and international business.
Delivery and Resources

Classes
This unit is taught using lectures and applications lectures (whole-of-class tutorials). The course consists of 36 hours of instruction.

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

Required and Recommended Texts and/or Materials

BUS201 International Business 2e

Prepared by Robert Jack for Macquarie University McGraw-Hill Australia – this is available for purchase at the University Bookshop

This is a course specific text prepared in conjunction with McGraw-Hill. Not purchasing or having access to this text will make it very difficult for the student to achieve acceptable results in this course.

Other useful references – TEXTBOOKS


Other references - ACADEMIC JOURNALS

Other references – PERIODICALS

Other references - USEFUL WEBSITES

Technology Used and Required

No specific technology is required for this subject

Unit Web Page

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

Unit Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
</tr>
</thead>
</table>
| Week 1
Beginning
28 July        | Introduction and Expectations—Explanation of unit outline & course expectations The implications of globalisation | Chapter 1 |
| Week 2
Beginning
6 August       | National Differences in Political Economy Political, legal and transitional variations | Chapter 2 |
| Week 3
Beginning
13 August      | Political Economy and Economic Development | Chapter 3 |
<table>
<thead>
<tr>
<th>Week 4</th>
<th>Culture and Business</th>
<th>Chapter 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td>The implications of culture for business</td>
<td></td>
</tr>
<tr>
<td>20 August</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 5</th>
<th>Ethics and corporate responsibility</th>
<th>Chapter 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td>Behaving responsibly around the world</td>
<td></td>
</tr>
<tr>
<td>27 August</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 6</th>
<th>Class Test</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 September</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 7</th>
<th>International trade and investment theory</th>
<th>Chapter 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td>The conceptual basis and theoretical benefits of trade and investment</td>
<td></td>
</tr>
<tr>
<td>10 September</td>
<td>Submit Individual assignment</td>
<td></td>
</tr>
<tr>
<td>Mid-Session Break Saturday 15th September until Sunday 30 September (inclusive)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 8</th>
<th>The Political Economy of International Trade</th>
<th>Chapter 7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td>WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism</td>
<td></td>
</tr>
<tr>
<td>1 October</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 9</th>
<th>Foreign Direct Investment</th>
<th>Chapters 8 &amp; 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td>History and structures</td>
<td></td>
</tr>
<tr>
<td>8 October</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 10</th>
<th>Foreign Exchange</th>
<th>Chapter 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginning</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 October</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Unit guide BUS 201 Introduction to Global Business

**Week 11**
- **Beginning**: 22 October
  - **Topic**: International Monetary System
  - **Assignments**:
    - **Global capital Markets**: Chapters 11 & 12

**Week 12**
- **Beginning**: 29 October
  - **Topic**: Funding Foreign Expansion
  - **Assignments**:
    - **Sources of funds for the big step**
    - **Global Markets lead to Global Impacts**
    - **Impact of the GFC and the ongoing European credit issues**

**Week 13**
- **Beginning**: 5 November
  - **Topic**: Course Review
  - **Assignments**:
    - **Exam Preparation**

### Tutorial Schedule

<table>
<thead>
<tr>
<th>Session</th>
<th>Topic</th>
<th>Assigned Work</th>
</tr>
</thead>
</table>
| Week 2  | Globalisation | Read - Closing Case: ‘The Globalization of Starbucks’ (P42-43)  
Prepare responses to the questions provided and be prepared to discuss the Case Studies in class. |
<p>| Week 3  | National Differences in Political Economy | Read Closing Case – Indonesia (P72-73) |
| Week 4  | Political Economy &amp; Economic Development | Read Closing Case – Japan’s economic malaise (P103-104) |
| Week 5  | Culture | Class debate – Country Culture is disappearing |</p>
<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 6</td>
<td>Ethics</td>
<td>Ethics Video &amp; discussion</td>
</tr>
<tr>
<td>3 September</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 7</td>
<td>Review class on individual assignments</td>
<td></td>
</tr>
<tr>
<td>10 September</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 8</td>
<td>International Trade</td>
<td>Read the case on Bangladesh (P220) Consider the implications for 3rd world countries and be prepared to argue a case for or against international trade as it impacts both 3rd world and developing countries.</td>
</tr>
<tr>
<td>1 October</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 9</td>
<td>Political Economy</td>
<td>Read – Article provided on iLearn by Prof Nuriel Rubini</td>
</tr>
<tr>
<td>8 October</td>
<td></td>
<td>Be prepared to discuss in class</td>
</tr>
<tr>
<td>Week 10</td>
<td>Foreign Direct Investment</td>
<td>Read – Closing Case “Spain’s Telefonica” (P292-293)</td>
</tr>
<tr>
<td>15 October</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 11</td>
<td>Group Presentations</td>
<td></td>
</tr>
<tr>
<td>22 October</td>
<td></td>
<td></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:


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

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](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:


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

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

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

UniWISE provides:

• Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
• Personal assistance with your learning & study related questions.
• The Learning Help Desk is located in the Library foyer (level 2).
• Online and on-campus orientation events run by Mentors@Macquarie.
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

• An understanding of major influences and controls on organisations that participate in international markets.
• An understanding of current and future trends affecting the growth of globalisation and international business.

Assessment tasks

• Individual Assignment
• Group Assignment

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:
Learning outcomes

• An understanding of the development of the global marketplace and its impact on organisations and countries.
• An understanding of the functional aspects of international business.
• An understanding of current and future trends affecting the growth of globalisation and international business.

Assessment tasks

• Class Test
• Group Assignment
• 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

• An understanding of the development of the global marketplace and its impact on organisations and countries.
• An understanding of major influences and controls on organisations that participate in international markets.
• An understanding of the functional aspects of international business.
• An understanding of current and future trends affecting the growth of globalisation and international business.

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

- An understanding of the development of the global marketplace and its impact on organisations and countries.
- An understanding of major influences and controls on organisations that participate in international markets.
- An understanding of the functional aspects of international business.
- An understanding of current and future trends affecting the growth of globalisation and international business.

Assessment tasks

- Class Test
- Individual Assignment
- Group Assignment
- 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

- An understanding of the functional aspects of international business.
- An understanding of current and future trends affecting the growth of globalisation and international business.

Assessment tasks

- Individual Assignment
- Group Assignment

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

• An understanding of the functional aspects of international business.
• An understanding of current and future trends affecting the growth of globalisation and international business.

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

• An understanding of the development of the global marketplace and its impact on organisations and countries.
• An understanding of major influences and controls on organisations that participate in international markets.
• An understanding of the functional aspects of international business.

Assessment tasks

• Class Test
• Group Assignment
• 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

• An understanding of the development of the global marketplace and its impact on organisations and countries.
• An understanding of major influences and controls on organisations that participate in
international markets.
• An understanding of the functional aspects of international business.
• An understanding of current and future trends affecting the growth of globalisation and international business.

Assessment tasks
• Class Test
• Individual Assignment
• Group Assignment
• Final Examination

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:

Learning outcomes
• An understanding of major influences and controls on organisations that participate in international markets.
• An understanding of current and future trends affecting the growth of globalisation and international business.

Assessment tasks
• Individual Assignment
• Group Assignment
• Final Examination

Marking Guides and Peer Assessment Form

Marking Guides for Assignments

..

BUS201 Introduction to Global Business

Individual Assignment, Semester 2, 2012

Essay: Marking and Feedback Summary Sheet
**Student Name:** ________________________________

**Student ID:** ________________________________

<table>
<thead>
<tr>
<th>Section</th>
<th>Grade</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1       | Introduction | You should provide a 1-2 paragraph overview of the essay. It is a summary of the main aims, structure and conclusion.  
          |       | 10%      |
| 2       | Body   | Present a critical analysis of the topic area, ensuring that all requirements are met. Relevant theoretical issues should be addressed, and your discussion should demonstrate wide reading, not just references listed in this subject outline.  
          |       | 70%      |
| 3       | Conclusion | Your concluding section should be linked logically to the body of the essay, summarise the major findings and should not raise new issues  
          |       | 10%      |
| 4       | Presentation/Referencing etc | **Use the Harvard referencing system. Show a range of relevant references, including academic journal articles and books. Ensure your reference list only includes those references acknowledged within the body of your essay. Ensure that the essay contains correct spelling grammar, and is well presented.**  
          |       | 10%      |
## Executive Summary

A brief summary covering your entire report focusing on major problems/issues, recommended solutions and their implementation. List any assumptions made.

10%

## Issues and Evaluation

Analyse relevant issues, link to and integrate with theory

40%

### Unit guide

BUS 201 Introduction to Global Business

Group report Semester 2, 2012

Report: Marking and Feedback Summary Sheet

Students: ________________________________

<table>
<thead>
<tr>
<th>Section</th>
<th>Grade</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1       |       | Executive Summary  
A brief summary covering your entire report focusing on major problems/issues, recommended solutions and their implementation. List any assumptions made.  
10% |
| 2       |       | Issues and Evaluation  
Analyse relevant issues, link to and integrate with theory  
40% |
### 3. Final Recommendations

Recommend a solution based on the evaluation previously outlined. Justify your choice by explaining how it will address the major issues identified earlier.

20%

### 4. Class Presentation

All group members to present – no notes are to be used

20%

### 5. Referencing & overall document

Use the Harvard referencing system. Ensure that the report contains correct spelling grammar, and is well presented.

10%

<table>
<thead>
<tr>
<th>Total</th>
<th>GRADE</th>
</tr>
</thead>
</table>

### APPENDIX 1

STUDENT EVALUATION OF MEMBER PARTICIPATION
In order to encourage equal participation on the part of all group members, each group will complete and turn in an evaluation of the group member (only for the Major Project group reports and presentations). This evaluation will indicate the percentage of contribution of group members to the group’s over-all performance. An evaluation must accompany each written research project. Use the following format:

<table>
<thead>
<tr>
<th>Student Name</th>
<th>% Participation</th>
<th>Individual Mark</th>
<th>Signature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tutorial Instructor __________________________________________________________

Tutorial Group No _____ Date: _______________________

Group Project Name: ___________________________ Mark ___________

Each student should give each group member (including themselves) a participation mark out of 100%. Individual marks are calculated by multiplying the paper grade by the percentage awarded by peers. For example, if Joe Black was awarded 90% for his contribution to the research project and his group received 36 out of 40 points for the project, Joe’s individual mark would be 32.4%. Another student, awarded 100%, would receive 36 points.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example, 36 points). No student should receive 0% unless the student really did nothing to contribute to the completion of the project (for example, did not go to meetings, did not complete assigned tasks, and did not contribute to the conceptualisation of the project).

In completing this form you should take into account:

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Co-operation with other team members
4. Quality of the individual’s work

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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. Team Leader: ________________________________  Mobile : ________________

2. Manage Meetings: Time Required/When/Where/Frequency?

____________________________________________________________________________

3. Measure Performance? – Meeting deadlines, grammar, etc

____________________________________________________________________________

4. Team Goal(s)? HD, D, equal workload, attend all meetings, etc
5. Resolve problems/conflict/lack of co-operation/disruptive behaviour, etc?

6. Team Members Obligations (e.g. attend meetings on time; do all assignments on schedule; avoid personal conflict; allow free flow of ideas; listen to everyone; take personal responsibility for outcomes; inform people of decisions; make a file note after every meeting of future action steps and responsibility, help other team members to build their skills.

7. How to share the workload?

8. Quality Audit? (e.g. grammar, referencing, meeting of assignment requirements, layout, etc)