BUS 202
International Business Operations
D2 2012
Marketing and Management

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## General Information

Unit convenor and teaching staff

Unit Convenor
Rob Jack
[rob.jack@mq.edu.au](mailto:rob.jack@mq.edu.au)
Contact via rob.jack@mq.edu.au

Credit points
3

Prerequisites
30cp and (BUS201 or admission to BeBus)

Unit description
This unit introduces students to concepts of organisational management from an international perspective. It discusses the requirements of management in an ever changing global environment and the management principles required to develop a successful and sustainable international organisation. Structure, strategy and communication are explored from the perspective of their roles as foundations of the organisation, with an emphasis on how all types of businesses have grappled with the operational and organisational challenges of international business. Major issues considered include: an emphasis on small to medium size businesses and how they compete on a global level; ethics and social responsibility; issues of technology and knowledge, and how organisations use information to support global operations and deliver competitive advantage; the development of new international organisation forms and their implications for management; modes and patterns of international expansion; and the management of international strategic cooperation.

## Important Academic Dates

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

## Learning Outcomes

1. Evaluate the importance of resources to develop a sustainable competitive advantage for the international organisation.
2. Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the
international organisation.

3. Appreciate challenges associated with managing resources in the international organisation.

4. Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.

5. Apply and reflect on group work theory, working as part of a (multicultural/diverse) team to deliver a group presentation to a client organisation.

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-term Test</td>
<td>15%</td>
<td>Week 7</td>
</tr>
<tr>
<td>Company Analysis</td>
<td>30%</td>
<td>Week 11</td>
</tr>
<tr>
<td>Tutorial Presentation</td>
<td>15%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

**Mid-term Test**

Due: **Week 7**

Weighting: **15%**

**Submission**

**Extension**

**Penalties**

What is required to complete the unit satisfactorily

This Assessment Task relates to the following Learning Outcomes:

- Evaluate the importance of resources to develop a sustainable competitive advantage for the international organisation.
- Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.
- Appreciate challenges associated with managing resources in the international organisation.
- Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.
Company Analysis

Due: **Week 11**
Weighting: **30%**

**Submission**

**Extension**

**Penalties**

What is required to complete the unit satisfactorily

This Assessment Task relates to the following Learning Outcomes:

- Evaluate the importance of resources to develop a sustainable competitive advantage for the international organisation.
- Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.
- Appreciate challenges associated with managing resources in the international organisation.
- Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.

Tutorial Presentation

Due: **Ongoing**
Weighting: **15%**

**Submission**

**Extension**

**Penalties**

What is required to complete the unit satisfactorily

This Assessment Task relates to the following Learning Outcomes:

- Evaluate the importance of resources to develop a sustainable competitive advantage for the international organisation.
- Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.
- Appreciate challenges associated with managing resources in the international organisation.
organisation.

- Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.

**Final Examination**

**Due:** University Examination Period  
**Weighting:** 40%

**Examination conditions**

**What is required to complete the unit satisfactorily**

This Assessment Task relates to the following Learning Outcomes:

- Evaluate the importance of resources to develop a sustainable competitive advantage for the international organisation.
- Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.
- Appreciate challenges associated with managing resources in the international organisation.
- Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.

**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/](http://www.timetables.mq.edu.au/)

**Required and Recommended Texts and/or Materials**


**OTHER REFERENCES - TEXTBOOKS**


### 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

### Teaching and Learning Strategy

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

Students are expected to read in advance of lectures, and actively participate in applications lectures. Students will be expected to attend lectures fully prepared to discuss assigned readings as per the course outline.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Lecture topics</th>
<th>Textbook Chapter/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>02/08/11</td>
<td><strong>Topic 1 – Introduction (and some revision)</strong>&lt;br&gt;International business and internationalisation of the firm</td>
<td>Chapter 1 &amp; 2</td>
</tr>
<tr>
<td>2</td>
<td>09/08/11</td>
<td><strong>Topic 2 – Organisational participants in the internationalisation process</strong>&lt;br&gt;Classification of firms and key stakeholders in internationalisation</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>3</td>
<td>16/08/11</td>
<td><strong>Topic 3 – Analysing and classifying markets</strong>&lt;br&gt;Emerging markets, developing economies and advanced economies</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>4</td>
<td>23/08/11</td>
<td><strong>Topic 4 – The fundamentals of strategy and organisation</strong>&lt;br&gt;International strategy development and firm organisation</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>5</td>
<td>30/08/11</td>
<td><strong>Topic 5 – Global market opportunity assessment</strong>&lt;br&gt;Assessing external and internal suitability for internationalisation</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>6</td>
<td>06/09/11</td>
<td><strong>Topic 6 – Entering foreign markets – Part 1</strong>&lt;br&gt;The various modes firms can use to enter overseas markets – Exporting and countertrade</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>7</td>
<td>13/09/11</td>
<td><strong>Topic 7 – Entering foreign markets – Part 2</strong>&lt;br&gt;The various modes firms can use to enter overseas markets – FDI</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>8</td>
<td>04/10/11</td>
<td><strong>Topic 8 – Entering foreign markets – Part 3</strong>&lt;br&gt;The various modes firms can use to enter overseas markets – Contractual strategies</td>
<td>Chapter 16</td>
</tr>
<tr>
<td>9</td>
<td>11/10/11</td>
<td><strong>Topic 9 – Entering foreign markets – Part 4</strong>&lt;br&gt;The various modes firms can use to enter overseas markets – Global sourcing</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>Week</td>
<td>Topic</td>
<td>Chapter</td>
<td></td>
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<tr>
<td>10</td>
<td>Topic 10 – Marketing in the global firm</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Achieving marketing excellence in the era of dynamic global markets</td>
<td></td>
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<tr>
<td>11</td>
<td>Topic 11 – The strategic use of human resources in an international context</td>
<td>19</td>
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</tr>
<tr>
<td></td>
<td>The use of ‘human capital’ in international markets</td>
<td></td>
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</tr>
<tr>
<td>12</td>
<td>Topic 12 – Financial management and accounting in the global firm</td>
<td>20</td>
<td></td>
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<tr>
<td></td>
<td>How firms obtain and use funds for cross-border trade, investment, and other commercial activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Topic 13 – Course revision</td>
<td></td>
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</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:

- **Special Consideration Policy** [http://www.mq.edu.au/policy/docs/special_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

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.


### 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:


### 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/](http://students.mq.edu.au/support/).

**UniWISE provides:**

- Online learning resources and academic skills workshops [http://www.mq.edu.au/learning_skills/](http://www.mq.edu.au/learning_skills/)
- Personal assistance with your learning & study related questions.
Student Enquiry Service
Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

Equity Support
Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

IT Help
If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/help/.

When using the university’s IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students and it outlines what can be done.

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 outcome

• Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.

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 outcome

• Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the
international organisation.

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

- Evaluate the importance of resources to develop a sustainable competitive advantage for the international organisation.
- Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.
- Appreciate challenges associated with managing resources in the international organisation.

Assessment task

- Company Analysis

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

- Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.
- Apply and reflect on group work theory, working as part of a (multicultural/diverse) team to deliver a group presentation to a client organisation.

Assessment task

- Tutorial Presentation
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

- Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.
- Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.

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

- Evaluate the importance of resources to develop a sustainable competitive advantage for the international organisation.
- Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.

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 systematically 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

• Explain the management of human, information, cultural, process, technological and knowledge-based resources may lead to sustainable competitive advantage for the international organisation.
• Appreciate challenges associated with managing resources in the international organisation.
• Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.

Assessment tasks

• Mid-term Test
• Tutorial Presentation
• 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

• Appreciate challenges associated with managing resources in the international organisation.
• Critically explore the role of leaders and managers, in particular their role bringing about change, within international organisations.
• Apply and reflect on group work theory, working as part of a (multicultural/diverse) team to deliver a group presentation to a client organisation.