



BUS 201

Introduction to Global Business

S1 Day 2018

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

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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

Unit convenor and teaching staff

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I am happy to discuss matters with students at the end of each lecture. Consultation hours on iLearn

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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 the core principles of contemporary IB theory to international business development and practice.

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

Critically evaluate international business decisions, systems and policies.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Assessed coursework</u>	20%	No	In tutorials
<u>Individual Essay</u>	40%	No	Monday 4pm Week 10
<u>Final Examination</u>	40%	No	University Examination Period

Assessed coursework

Due: **In tutorials**

Weighting: **20%**

Submission: A hard copy must be submitted to your tutor in class at the time of your tutorial for each week of assessment.

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. No submission will be accepted after solutions have been posted.

What is required to complete the assessment satisfactorily:

The assessed coursework is made up of two weeks of tutorial work of which the best week is assessed (worth 20%). The two components total 20% of your final grade.

Each student will be expected to submit coursework throughout the unit. The format for the assessment will be a combination of short answer and essays. However, the specific format will differ from week to week. Over the semester, 2 random weeks of coursework will be collected, of which the students best week will be assessed i.e. only the best out of the 2 collected weeks will be assessed. When collected both assessed weeks will account for 20% of your total grade. Students should be aware that some coursework details will be made available during lectures in the prior week. It is expected that each student is prepared for and attends the tutorial. **The two selected weeks of assessment (of which the best one will be selected) will be chosen at random.**

In the case of a student missing a tutorial they may apply for Special Consideration.

Please see the Assessment Guide for more information including evidence of criteria and standards required for this assessment task.

On successful completion you will be able to:

- Analyse the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify the core principles of contemporary IB theory to international business development and practice.
- Analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Critically evaluate international business decisions, systems and policies.

Individual Essay

Due: **Monday 4pm Week 10**

Weighting: **40%**

Submission: A hard copy of your 'newspaper articles' (and only your newspaper articles) with coversheet must be submitted to BESS by Week 10 - Monday 4pm. Submission on an earlier date to your tutor is acceptable. You will need to submit a soft copy of your essay (without newspaper articles) to Turnitin on iLearn for plagiarism checking and marking (NOTE: electronic submission is NOT sufficient. A hard copy of your newspaper articles is required. If we do not receive a hard copy of your newspaper articles from you by the due date as well as a Turnitin submission, 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. No submission will be accepted after solutions have been posted.

What is required to complete the assessment satisfactorily:

The essay is worth 40 marks (40%). It is due in Week 10 Monday 4pm to BESS and via Turnitin.

Each student will be expected to submit an individual assignment of 1,500 words. 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 for international firms from developed markets doing business in emerging/developing markets.

Include copies of both articles (either the original 'cut-outs' or a print out of the article from the newspaper's website) as a hard copy submission. Your essay will be submitted to and marked via Turnitin.

Please see the Assessment Guide for more information including specific essay questions, evidence of criteria and standards required for this assessment task.

On successful completion you will be able to:

- Analyse the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify the core principles of contemporary IB theory to international business development and practice.
- Analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Critically evaluate international business decisions, systems and policies.

Final Examination

Due: **University Examination Period**

Weighting: **40%**

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.

<https://iexams.mq.edu.au/timetable>

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:

- Analyse the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify the core principles of contemporary IB theory to international business

development and practice.

- Analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Critically evaluate international business decisions, systems and policies.

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 Texts and/or Materials

It is expected that students have a copy of the textbook. The BUS 201 textbook is subject to change. Students will be notified about the textbook via iLearn. Any textbook will be made available through the Co-Op Bookshop and online.

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	International trade and investment theory The conceptual basis and theoretical benefits of trade and investment	Chapter 5
Week 7	The Political Economy of Trade and Investment WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism	Chapter 6
Week 8	Reading Week Overview and examine relevant readings. Seek appropriate newspaper articles.	N/A
Week 9	Regional Economic Integration Different economic systems and their implication for international business	Chapter 8
Week 10	Foreign Exchange The impact of foreign exchange for IB	Chapter 9
Week 11	International Monetary System The monetary system and capital markets major players, and systems	Chapter 10
Week 12	Ethics and corporate responsibility Behaving responsibly around the world	Chapter 11
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, answer assigned questions
Week 3	Globalisation	Read Chapter 1 and readings, answer assigned questions
Week 4	Cross-Cultural Business	Read Chapter 2 and readings, answer assigned questions
Week 5	National Differences in Political Economy	Read Chapter 3 and readings, answer assigned questions
Week 6	Economic Environment and Development	Read Chapter 4 and readings, answer assigned questions
Week 7	International trade and investment theory	Read Chapter 5 and readings, answer assigned questions
Week 8	The Political Economy of Trade and Investment	Read Chapter 6 and readings, answer assigned questions
Week 9	Discussion of Individual Essay requirements	Individual Essay preparation, newspaper articles
Week 10	Regional Economic Integration	Read Chapter 8 and readings, answer assigned questions
Week 11	Foreign Exchange	Read Chapter 9 and readings, answer assigned questions
Week 12	International Monetary System	Read Chapter 10 and readings, answer assigned questions
Week 13	Ethics and corporate responsibility, course revision and exam preparation	Read Chapter 11 and readings, answer assigned questions

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](https://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/

Disruption to Studies 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 Disruption to Studies 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/disruption_studies/policy.html

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 the core principles of contemporary IB theory to international business development and practice.
- Analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Critically evaluate international business decisions, systems and policies.

Assessment tasks

- Assessed coursework
- Individual Essay
- 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 the core principles of contemporary IB theory to international business development and practice.
- Analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Critically evaluate international business decisions, systems and policies.

Assessment tasks

- Assessed coursework
- Individual Essay
- 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

- Analyse and integrate literature on international business to communicate a coherent, practical, rigorous argument.
- Critically evaluate international business decisions, systems and policies.

Assessment tasks

- Assessed coursework
- Individual Essay
- 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 the core principles of contemporary IB theory to international business development and practice.

Assessment tasks

- Assessed coursework
- Final Examination

Changes from Previous Offering

This unit has updated its individual essay component from S2 2017.

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 Individual Essay 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., (2012) International Business: The New Realities, Upper saddle River, N.J. : Pearson Prentice Hall, (ON RESERVE)

Cavusgil, S.T., Knight, G., Riesenberger, J.R., Rammal, H.G., Freeman, S., (2012) International Business: The New Realities Australasian Edition, Pearson Australia, (ON RESERVE)

Czinkota, M.R., Ronkainen, I.A., Moffett, M.H., (2010) International business, 8th ed, Mason, Ohio: Thomson South-Western – (ON RESERVE)

Daniels, J.D., Radebaugh, L. H., Sullivan, D.P., (2012) International business: environments and operations, 12th ed, Upper Saddle River, NJ: Pearson/Prentice Hall (ON RESERVE)

Hill, C.W.L., (2013) International business: competing in the global marketplace, 9th ed, Boston : McGraw-Hill/Irwin (ON RESERVE)

Hill, C.W.L., Cronk, T., Wickramasekera, R., (2014) Global Business Today, 3rd ed, North Ryde, Sydney: McGraw-Hill Australia (ON RESERVE)

Morrison, J., (2009) International business : challenges in a changing world, New York: Palgrave Macmillan (ON RESERVE)

Peng, M., (2013) Global, Mason, Ohio, Southwestern Cengage Learning, (ON RESERVE)

Rugman, A., Brewer, T.L., (2001) The Oxford handbook of international business, Oxford, New York: Oxford University Press (ON RESERVE)

Sitkin, A., Bowen, N., (2012) International business: challenges and choices, New York, Oxford University Press (ON RESERVE)

Wild, J.J., Wild, K. L., Han, J.C.Y., (2013) International business: the challenges of globalisation, 7th 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>