



# BUS 201

## Introduction to Global Business

S1 Day 2019

*Department of 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](mailto:murray.taylor@mq.edu.au)

Contact via Email

Please view consultation hours via iLearn - <https://ilearn.mq.edu.au/login/>

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 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 rigorous argument.

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

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Group Report</a>	25%	No	Week 7
<a href="#">Presentation</a>	25%	No	Weeks 10-13
<a href="#">Final Examination</a>	50%	No	University Examination Period

### Group Report

Due: **Week 7**

Weighting: **25%**

**Group Report Assessment Summary Task Description** Analyse an emerging/developing economy and a developed economy as a possible site for a firm to establish a subsidiary **Type of Collaboration** Group **Submission** Please Submit Via Turnitin Link on [iLearn](#) **Format** Please refer to the [iLearn](#) Unit page **Length** 4000 words **Inherent Task Requirements** None **Late Submission**

Late reports must also be submitted through Turnitin. No extensions will be granted. There will be a deduction of **10%** 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 incurs a 20% penalty). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

On successful completion you will be able to:

- Analyse the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify and 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 rigorous argument.

## Presentation

Due: **Weeks 10-13**

Weighting: **25%**

**Presentation Assessment Summary Task Description** Based in part on the group report each group is expected to answer a question. It is expected that each group presents their answer as a cohesive group presentation **Type of Collaboration** Group **Submission** Group Presentation in class in weeks 10-13. Please Submit Presentation slides Via Turnitin Link on [iLearn](#). **Format** Oral Presentation and Presentation Slides. Please refer to the [iLearn](#) Unit page. **Length** Each group member will give a presentation for a minimum of 2 minutes and 30 seconds but not exceed 3 minutes. **Inherent Task Requirements** Tutorial attendance is required in Presentation week to complete this task. **Late Submission**

No extensions will be granted. Students who are absent for the oral presentation and for the Turnitin submission of their slides will score **zero** for this assessment task.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

On successful completion you will be able to:

- Analyse the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify and 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 rigorous argument.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

## Final Examination

Due: **University Examination Period**

Weighting: **50%**

**Final Examination Assessment Summary Task Description** A final examination is included as an assessment task for this unit to provide assurance that the product belongs to the student and the student has attained the knowledge and skills tested in the exam **Type of Collaboration** Individual **Submission** You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. **Format** Please refer to the [iLearn](#) Unit page **Length** 2 hours **Inherent Task Requirements** None **Late Submission** Please see [Assessment Policy Schedule 4](#).

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. This penalty does not apply for cases in which an application for **Special Consideration** is made and approved. Note: applications for **Special Consideration Policy** must be made within 5 (five) business days of the due date and time.

On successful completion you will be able to:

- Analyse the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify and 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 rigorous argument.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

## Delivery and Resources

Required text	<ul style="list-style-type: none"> <li>• Taylor, M., (2019) <b>Introduction to Global Business BUS201</b>, Melbourne, Victoria: Pearson Australia</li> </ul> <p>The textbook will be made available through the Co-Op Bookshop. The textbook is also available <u>digitally</u>.</p> <p>Other required readings will be made available through eReserve and the iLearn web page:</p> <ul style="list-style-type: none"> <li>• Cavusgil, S.T., Knight, G., Riesenberger, J.R., (2016) <i>International Business: The New Realities</i>, Upper saddle River, N.J. : Pearson Prentice Hall, (ON RESERVE)</li> <li>• Daniels, J.D., Radebaugh, L. H., Sullivan, D.P., (2017) <i>International business: environments and operations</i>, 12th ed, Upper Saddle River, NJ: Pearson/Prentice Hall (ON RESERVE)</li> <li>• Hill, C.W.L., (2018) <i>International business: competing in the global marketplace</i>, 12th ed, Boston : McGraw-Hill/Irwin (ON RESERVE)</li> <li>• Hill, C.W.L., Cronk, T., Wickramasekera, R., (2016) <i>Global Business Today</i>, 4th ed, North Ryde, Sydney: McGraw-Hill Australia (ON RESERVE)</li> <li>• Rugman, A., Brewer, T.L., (2010) <i>The Oxford handbook of international business</i>, Oxford, New York: Oxford University Press (ON RESERVE)</li> <li>• Wild, J.J., Wild, K. L., Han, J.C.Y., (2018) <i>International business: the challenges of globalisation</i>, 9th ed, Upper Saddle River, NJ: Prentice Hall: (ON RESERVE)</li> </ul>
Unit web page	The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au/login/">https://ilearn.mq.edu.au/login/</a>
Technology Used and Required	Students will need to be familiar with a web browser to access the unit web page.
Delivery Format and Other Details	<ul style="list-style-type: none"> <li>• Number and length of classes: <b>1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours face</b> to face per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)</li> <li>• Tutorials will commence in <b>Week X</b></li> <li>• The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a></li> </ul>

<p><b>Recommended readings</b></p>	<p><b>ACADEMIC JOURNALS</b></p> <p>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:</p> <ul style="list-style-type: none"> <li>• Academy of Management Review</li> <li>• Asia Pacific Journal of Management</li> <li>• Cross Cultural Management</li> <li>• International Business Review</li> <li>• Journal of Asia Business</li> <li>• Journal of International Business Studies</li> <li>• Journal of International Management</li> <li>• Journal of World Business</li> <li>• Management International Review</li> </ul> <p><b>PERIODICALS</b></p> <p>There is a range of periodicals in the fields of international business and management. The titles below are indicative only of such publications:</p> <ul style="list-style-type: none"> <li>• Business Review Weekly (BRW)</li> <li>• Business Week (Asian edition)</li> <li>• Harvard Business Review</li> <li>• The Wall Street Journal</li> <li>• The Economist</li> </ul> <p><b>USEFUL WEBSITES</b></p> <ul style="list-style-type: none"> <li>• Australian Bureau of Statistics: <a href="http://www.abs.gov.au/">http://www.abs.gov.au/</a></li> <li>• Department of Foreign Affairs and Trade: <a href="http://www.dfat.gov.au/">http://www.dfat.gov.au/</a></li> <li>• World Trade Organisation: <a href="http://www.wto.org/">http://www.wto.org/</a></li> <li>• International Monetary Fund: <a href="http://www.imf.org/">http://www.imf.org/</a></li> <li>• The World Bank: <a href="http://www.worldbank.org/">http://www.worldbank.org/</a></li> <li>• UNCTAD-United Nations Conference on Trade and Development: <a href="http://www.unctad.org">http://www.unctad.org</a></li> <li>• International Trade Centre: <a href="http://www.intracen.org/">http://www.intracen.org/</a></li> <li>• Australian Financial Review: <a href="http://www.afr.com.au">http://www.afr.com.au</a></li> <li>• International business news:             <ul style="list-style-type: none"> <li>◦ orthodox views:                 <ul style="list-style-type: none"> <li>▪ The Economist - <a href="http://www.economist.com">http://www.economist.com</a> (some parts available only on subscription)</li> </ul> </li> <li>◦ alternative views:                 <ul style="list-style-type: none"> <li>▪ Green Left Weekly - <a href="http://www.greenleft.org.au">http://www.greenleft.org.au</a></li> <li>▪ New Internationalist - <a href="http://www.newint.org">http://www.newint.org</a></li> </ul> </li> </ul> </li> </ul>
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## Unit Schedule

### Lecture Schedule

Date	Topic	Corresponding textbook chapter

<b>Week 1</b>	<b>Introduction and Expectations–</b> Explanation of unit outline & course expectations The implications of globalisation	Chapter 1
<b>Week 2</b>	<b>Introduction and Expectations–</b> Explanation of unit outline & course expectations The implications of globalisation	Chapter 1
<b>Week 3</b>	<b>Cross-Cultural Business</b> The impact of conducting business across different culture	Chapter 2
<b>Week 4</b>	<b>National Differences in Political Economy</b> Political, legal and transitional variations	Chapter 3
<b>Week 5</b>	<b>Economic Environment and Development</b> Issues and levels of economic development	Chapter 4
<b>Week 6</b>	<b>Ethics and corporate responsibility</b> Behaving responsibly around the world	Chapter 11
<b>Week 7</b>	<b>International trade and investment theory</b> The conceptual basis and theoretical benefits of trade and investment	Chapter 5
<b>Week 8</b>	<b>Reading Week</b> Overview and examine relevant readings.	N/A
<b>Week 9</b>	<b>The Political Economy of Trade and Investment</b> WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism	Chapter 6
<b>Week 10</b>	<b>Regional Economic Integration</b> Different economic systems and their implication for international business	Chapter 8
<b>Week 11</b>	<b>Foreign Exchange/International Monetary System</b> The impact of foreign exchange for IB	Chapters 9 and 10
<b>Week 12</b>	<b>ACCC (Guest Lecture)</b> An overview of the functions and role of the ACCC in the Australian economy	No textbook chapter
<b>Week 13</b>	<b>Course Review</b> <b>Exam Preparation</b>	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](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 published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@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](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.businessandeconomics.mq.edu.au/new\\_and\\_current\\_students/undergraduate\\_current\\_students/how\\_do\\_i/grade\\_appeals/](http://www.businessandeconomics.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](http://mq.edu.au/learningskills)) provides academic writing resources and study strategies to improve your marks and take control of your study.

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

## Student Services and Support

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

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/).

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#).

The policy applies to all who connect to the MQ network including students.

## **Graduate Capabilities**

### **Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

#### **Learning outcomes**

- Analyse the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Identify and 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 rigorous argument.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

#### **Assessment tasks**

- Group Report
- Presentation
- 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 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 rigorous argument.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

## **Assessment tasks**

- Group Report
- Presentation
- 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 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 rigorous argument.
- Evaluate international business decisions, systems and/or policies in the context of ethical theories.

## **Assessment tasks**

- Group Report
- Presentation
- 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 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
- Final Examination

## Course Learning Outcomes and Faculty's mission

This unit supports the development of course learning outcomes (CLO) for degree(s) delivered by the Faculty of Business and Economics (FBE). CLOs describe the educational outcomes of a degree and what you should be able to know, understand and do by the end of your degree. They also directly reflect the Faculty's mission.

FBE's mission statement:

*"We are an applied and engaged business Faculty making a positive global contribution and impact. We engage with our stakeholders as we create and share knowledge which addresses business and societal challenges."*

Unit learning outcomes X and the X assessment contribute to the following CLOs:

CLO1 **Knowledge and Skills**, so that with discipline specific knowledge and skills, our graduates can make a *positive global contribution and impact*

CLO2 **Critical Thinking**, so that with graduates capable of analytical and integrative reasoning, we are an *applied and engaged business Faculty*

CLO3 **Problem Solving**, so that with graduates capable of discernment and common sense in their professional and personal judgement, we can *address business and societal challenges*

CLO4 **Communication**, so that with the ability to convey their views, we can effectively *engage with all stakeholders*

CLO5 **Global Citizen**, so that with contemporary knowledge and ethical thinking, our graduates can *create and share knowledge which address business and societal challenges*

CLO6 **Teamwork**, so that with the ability for collaboration, we can effectively *engage with all stakeholders*

## 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**