



**College of Commerce
Division of Economic and Financial Studies
Business Department**

BUS202
INTERNATIONAL BUSINESS
ORGANISATIONS & MANAGEMENT
UNIT OUTLINE

SEMESTER 2, 2007

Unit Convenor: Con Korkofingas

Lecturer: Deborah Howlett

Lectures: Mondays 4 - 6pm, Room E7B T2

Prerequisites: Admission to BIntBus or BeBus

Students in this unit should read the Unit Outline carefully at the beginning of the Semester. It contains important information about the unit. If anything in it is unclear, please consult the Lecturer in Charge.

About this Unit

This unit introduces students to the concept of management within international organisations. It discusses the role of managers in managing an ever changing environment and the management principles that can be practiced resulting in leading a successful and sustainable organisation.

Teaching Staff

Course Convenor: Con Korkofingas

Lecturer: Deborah Howlett

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Consultation times will be advised in lectures.

All enquiries regarding the course and in particular, the content of the course, should in the first instance be directed to the lecturer.

Classes

Lectures will take place between 4pm and 6pm each Monday in Room X5B, T2.

Learning Outcomes

This unit discusses the essential attributes and competencies that a manager should have in order to lead the organisation effectively. The structure of this unit would enable students to examine the organisation at both the macro and micro level (i.e. the external and internal forces affecting the organisation). The knowledge and skills contained in this unit are most pertinent to managing organisational changes and the application of modern management practices to work situations.

At the completion of this unit students will be able to:

- 1. Analyse the different modes an organization can use to accomplish its global objectives**
- 2. Identify corporate responses to globalization with respect to their functional strategies**
- 3. Examine the types of functional strategies organizations use in international business**
- 4. Differentiate the different dimensions of global manufacturing strategy**

In addition to the discipline-based learning objectives, all academic programs at Macquarie seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

- *Self-awareness and interpersonal skills;*
- *Communication skills;*
- *Critical analysis skills;*
- *Problem-solving skills;*
- *Creative thinking skills.*
- *Conflict Resolution skills*

- *Leadership skills*
- *Team building skills*

Relationship between Assessment and Learning Objectives

A sound background knowledge and understanding of management within an organizational context is therefore required if such tools and skills are to be used successfully. This unit addresses some of the major issues involved in the development of management skills for use within a business, as well as the tools, which can be used to address these issues. This unit is designed to logically progress through the processes of management. A strong emphasis is placed on the application of management tools and techniques for organisational analysis and decision-making

Marks in the unit will be allocated on the following basis:

Mid Semester test	20%
Group Report	30%
Final Exam	50%
TOTAL	100%

Mid Semester Test:

Due: To be conducted in class in Week 7

Value: 20%

Format will be discussed in class in the week prior to the tests being conducted. If a student cannot attend the in class test, the lecturer shall be notified prior to the lecture via email directly as to the reason(s) the test cannot be done and proof as to why the non attendance e.g. medical certificate etc

It should be noted that this is a **CLOSED BOOK** exam and each student will be required to bring along a lead pencil or two, sharpener and eraser.

Group Report

Due: Beginning of lecture Week 12

Value: 30%

Length: 2500 words

You are to form groups of no more than 5 students and notify the lecturer via email of group member names and student numbers (no later than week 5). Each group is required to prepare a business report about an international organisation.

Ensure the report is answered in the following format:

1. In report format with appropriate headings eg. Executive Summary, Background, Analysis & possible subheadings, Recommendations, Reference List & Appendices (If applicable)
2. Type in 12 size font, one and a half spaced
3. Provide in text referencing and reference list in Harvard format. Using at least 8 cited references
4. One assignment per group is to be handed in
5. Limited to 2500 words (plus or minus 10%).
6. Ensure proofreading, editing, correct spelling and punctuation is undertaken
7. Use only one side of A4 paper, number every page and staple in top left hand corner of paper. Please do not use individual page folders
8. On front page include all group member names and student numbers

All group work is peer moderated

In Week 13, the last class, 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

Final Exam

Value: 50%

The University examination period begins Wed 14th November 2007 and finishes Friday 30th November 2007.

As well as satisfactory performance in assessment overall, you must perform to a satisfactory standard in the final exam and overall in the examination components to pass the unit.

Required Text and Course Materials

Daniels, J.D, Radebaugh, L.H, Sullivan, D.P. 2007. *International Business Environment and Operations*, 11th edition. Pearson Prentice Hall. New Jersey

Unit Web Page

This unit does not support a web page

Teaching and Learning Strategy

Class Schedule:

WEEK	TOPIC	CHAPTER/S
1	Overview of unit Globalisation & International Business	Ch 1 (Read P17 & discuss Case study analysis technique)
2	Global Foreign Exchange & Capital Markets	Ch 9 Read "HSBC case P333-337)
3	The Determination of Exchange Rates	Ch 10 Read P350-351
4	Country Evaluation & Selection	Ch 12 Read/discuss Case - Vietnam
5	Export and Import Strategies	Ch. 13 Class Discussion
6	Direct Investment & Collaborative Strategies	Ch 14 Read Case Study: Cisco P483
7	MID-TERM EXAM	
	MID SEMESTER BREAK	
8	Public Holiday	No Classes
9	Global Manufacturing / Supply Chain Management	Ch 17 Class Discussion
10	Globalisation & Society	Ch 5
11	Ethics & Culture	Ch. 2 Read Case P82
12	Cross National Cooperation & Agreements Group Report Due	Ch. 8 Review & discuss P275
13	Review of the Unit, Peer Evaluation and Unit Evaluation	

Examinations

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

. Information about unavoidable disruption and the special consideration process is available at <http://www.reg.mq.edu.au/Forms/APSCons.pdf>

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.

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

Plagiarism

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at: <http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

University Policy on Grading

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG). On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results. It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark.

For an explanation of the policy see

<http://www.mq.edu.au/senate/MQUonly/Issues/Guidelines2003.doc> or
<http://www.mq.edu.au/senate/MQUonly/Issues/detailedguidelines.doc>.

Support Services for Students

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at

<http://www.student.mq.edu.au>

Classroom Etiquette

Students are expected to arrive on time, certainly before five minutes past the hour, and not to leave until the class ends. If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.

Students are expected to be quiet during lectures unless, of course, class participation is required.

Mobiles should be turned off during classes; not simply set to "silent".