



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

# **BUS202**

## **INTERNATIONAL BUSINESS ORGANISATION & MANAGEMENT**

### ***UNIT OUTLINE*** ***SEMESTER 2, 2008***

**Lecture: Monday, 3:00pm – 6:00pm, C5C – T2**

**Unit Convenor: Con Korkofingas**

**Lecturer: Debbie Howlett**

**Prerequisites: BBA203; BBA213**

**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.**

## ABOUT THIS UNIT

**BUS202** is a 3 credit point 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.

## OBJECTIVES

This unit will provide the theoretical foundation for the BIB Degree. Subsequent 300-level BUS course units will allow further in-depth study of many of the topics introduced here. Group work will allow students to interact positively, and presentations will further the development of essential business communication skills.

## TEACHING STAFF

**Lecturer:** Debbie Howlett

E-mail: [dhowlett@efs.mq.edu.au](mailto:dhowlett@efs.mq.edu.au)

Consultation arrangements will be advised in lectures.

**Unit Convenor:** Con Korkofingas

Tel: 9850 8545 Building E4A, Room 629;

E-mail: [con.korkofingas@mq.edu.au](mailto:con.korkofingas@mq.edu.au)

## REQUIRED TEXT

**Title:** Global Business

**Author(s):** PENG, Mike .W

**Edition:** 1<sup>st</sup>

**Publisher:** Cengage Learning – South Western

**Students will be expected to attend lectures fully prepared to discuss assigned readings as per the course outline. Students are also encouraged to access the relevant media (daily financial press, BRW, The Economist) in order to keep abreast of current issues in the international business marketplace, which will be discussed at the beginning of each lecture**

## UNIT WEB PAGE

Course materials will be available on Blackboard. <http://learn.mq.edu.au>

## LEARNING OUTCOMES

The learning outcomes of this unit are:

- an understanding of the development of the global marketplace and its impact on organisations and countries
- analyse the different modes an organization can use to accomplish its global objectives

- examine the types of functional strategies organizations use in international business
- an understanding of current and future trends affecting the growth of globalisation and international business

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 skills in the following:

- working in teams
- creative thinking skills
- analytical skills
- communication skills

## 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.

## ATTENDANCE

It is an expectation that students will attend at least 80% of classes.

## LECTURE PROGRAM

Lecture Time: **Monday 3pm - 6pm in C5C – T2**

### **Week 1: (Aug 4)**

Explanation of Outline & Expectations

Introduction: Globalising Business (Ch 1)

### **Week 2: (Aug 11)**

Emphasising Informal Institutions: Cultures, Ethics & Norms (Ch 3)

**Discuss Mini Assignment**

### **Week 3: (Aug 18)**

Leveraging Resources & Capabilities (Ch 4)

**Put group lists on blackboard**

### **Week 4: (Aug 25)**

Growing and Internationalising the Entrepreneurial Firm (Ch 9)

**Discuss Group Assignment**

### **Week 5: (Sept 1)**

Managing Global Competitive Dynamics (Ch 11)

### **Week 6: (Sept 8)**

Making Alliances & Acquisitions Work (Ch 12)

### **Week 7: (Sept 15)**

**Mid Term Exam (in class – closed book)**

**Mid Term Break: (Sept 22 and 29)**

**Week 8: (Oct 6)**  
**NO CLASSES – Public Holiday**

**Week 9: (Oct 13)**  
Strategising, Structuring and Learning around the World (Ch 13)  
**Individual Assignment Due**

**Week 10: (Oct 20)**  
Governing the Corporation around the World (Ch 16)

**Week 11: (Oct 27)**  
Managing Corporate Social Responsibility Globally ( Ch 17)

**Week 12: (Nov 3)**  
No reading this week – **in class presentations**  
**Group Report Due**

**Week 13: (Nov 10)**  
Unit Review, Peer and unit evaluation  
**In class Presentations**

**A tutorial program will be available on Blackboard and handed out in class week 1.**

## **ASSESSMENT**

|                           |     |
|---------------------------|-----|
| Group Assignment (Report) | 20% |
| Group Presentation        | 10% |
| Individual Assignment     | 10% |
| Mid Term Examination      | 20% |
| Final Examination         | 40% |

Note: Students must Pass the Final Exam (>49%) to pass the course

## **RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES**

Knowledge and understanding of the subject matter is assessed using a mixture of presentation, group discussion, written submission, and multiple choice and short answer exam questions. The ability to work collaboratively and creatively to build a presentation of a group view is seen as a valid demonstration of commitment to mastering the subject matter. There are five assessment components: a group report, a group presentation in class, an individual assignment, a mid-term exam and a final exam. Together the assessment tasks cover the unit. **Please Note: You must pass the final exam to pass the unit.**

### **Group Assignment 30% (total)**

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 area 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. Your group members will be allocated in class – week 3. The assessment criteria will be distributed in class in Week 4 – your report will be required by beginning of class in

Week 12. Late submission of the Group Report will incur a penalty of 10% of the value of the assignment for every day that it is late. In class presentations will occur in weeks 12 and 13 lectures and weeks 11, 12 and 13 Tutorials

**Individual Assignment** - **10%**

Each student will be required in this unit to submit a 1,000 word analytical comment. This assignment will be discussed in Week 2, and responses will be required in Week 9. No late submissions will be accepted.

**Mid-Term Examination** - **20%**

The mid-term exam will be a multiple choice (closed book) format. It will be held in class in Week 7.

**Final Examination** - **40%**

The final exam will be held in the formal examination period. The examination will be "closed book". It may contain a multiple choice section as well as a written section addressing the whole of the unit. Further details will be given later in the semester regarding format and content. You must pass the final exam to pass the unit.

**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

**The University examination period in Semester 2 is from 19 Nov to 5 Dec, 2008**

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/APSCon.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 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/rules/Guidelines2003.doc>

or

<http://www.mq.edu.au/senate/rules/detailedguidelines.doc>

## **STUDENT SUPPORT SERVICES**

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/.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”.