



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

BUS303

**INTERNATIONAL
BUSINESS PROJECT**

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

Lecture Time: Mondays 9am to 12 pm

Lecture room X5B 143

Lecturer & Unit Convener

DR MEENA CHAVAN

Pre- requisites Enrolment in BInt or BeBus: 40cp

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

Contacts

Email mchavan@efs.mq.edu.au

Please read the unit outline carefully and consult the unit convener if you are not clear on any of the contents.

UNIT NUMBER:	BUS303
UNIT TITLE:	INTERNATIONAL BUSINESS PROJECT
UNIT WEIGHT:	3 CREDIT POINTS
UNIT LEVEL:	300
PRE-REQUISITES:	Enrolment in BInt or BeBus; 40 cp
CO-REQUISITES:	NIL
ASSUM FORMAL CLASS ATTE Discussions	ATTENDANCE: Workshops and

ASSIGNMENTS:

Proposal	Proposal	20%	500 words	Week 3
	Progress Review report	20%	1500 words	Week 8
	Final Report/Paper	50%	4000 words	Week 12
TOTAL	TOTAL	100%		

TEACHING STAFF

Dr Meena Chavan

EMAIL mchavan@efs.mq.edu.au

Please email to arrange for consultation.

CLASSES

Classes will be held in lecture room X5B 143 on Mondays 9 am to 12pm

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

This is a consulting based unit and there is no prescribed text book

UNIT WEB PAGE

Students may access unit material online through the Macquarie University Online Learning Facility <http://learn.mq.edu.au> using your Student ID Number and your Online Learning @ MQ password. .

BRIEF DESCRIPTION OF THE UNIT

This unit is structured as a semester-long team-based projects, and requires the student to complete a major research project which provides an opportunity for students to integrate the knowledge and skills acquired in units they have undertaken previously with in the International Business or E Business study program. Each team decides on a project and submits a formal proposal seeking approval for the topic from the unit convener.

An acceptable topic will be negotiated between the student and unit convener. This proposal covers the topic to be addressed, the methodology to be used, and the strategic plan for accomplishing the project. (Under special circumstances approval may be given for projects to be undertaken on an individual basis.) The project culminates in the submission of a final research paper that includes appropriate outcomes and recommendations. The class is conducted through workshops and discussions where students are taught to write a research paper in the topic of their choice.

LEARNING OUTCOMES

At the completion of this unit students are expected to be able to:

- develop planning skills related to structuring a project proposal;
- develop organizational skills related to managing a project through to completion;
- locate and utilize information relevant to a specific problem;
- carry out a systematic review of relevant literature in a selected area;
- collect, analyze, and assess information on a particular problem;
- undertake a self-directed study in a specific research area;
- produce a comprehensive report reviewing progress on a project;
- critically understand the nature of research processes;
- demonstrate team working skills in the setting of team-based project work.

The Macquarie experience is designed to lead students to a career in the city and a place in the world. It encourages life-long learning and links teaching to cutting-edge research. Macquarie seeks to develop generic skills for students, building flexible outcomes for life and for the workplace over a life's career. These skills include:

- *foundation skills of literacy, numeracy and information technology;*

- *self-awareness and interpersonal skills, such as the capacity for self-management, collaboration and leadership;*
- *communication skills for effective presentation and cultural understanding;*
- *critical analysis skills to evaluate, synthesise and judge;*
- *problem-solving skills to apply and adapt knowledge to the real world; and*
- *creative thinking skills to imagine, invent and discover.*

TEACHING SCHEDULE

		Lectures & Workshops
4.8.08	Lecture 1	a) Unit explanation b) Project Management & Gantt Chart c) Forming groups
11.8.08	Lecture 2	a) Discussion on the research paper handed out in lecture 1. b) How to write a proposal? c) Introduction and problem recognition d) Referencing
18.8.08	Lecture 3	PROPOSAL SUBMISSION a) What is a review of literature b) How to write a literature review?
25.8.08	Lecture 4	a) Research methodology b) Types of research methodology c) How to select a research methodology ?
1.9.08	Lecture 5	a) Surveys and Interviews b) Collection of data and c) Analysis
8.9.08	Lecture 6	Writing a report based on findings
15.9.08	Lecture 7	How to write a progress report
BREAK		20th September to 6th October inclusive
13.10.08	Lecture 8	PROGRESS REPORT SUBMISSION

20.10.08 Lecture 9		Writing a professional business report/paper
27.10.08 Lecture 10		How to execute a professional presentation?
3.11.08 Lecture 12	FINAL REPORT SUBMISSION AND PRESENTATIONS	
10.11.08 Lecture 13	PRESENTATIONS CONTINUED...	

TEACHING AND LEARNING STRATEGY

INTRODUCTION:

This section is intended to assist you with many of the tasks you will be required to undertake in project. The tasks to be covered are:

- Forming a team for your project;
- Choosing a topic for your project;
- Writing your project Proposal;
- Writing your project Progress Review Report;
- Writing your project Final Report

FORMING A TEAM:

Businesses achieve a great deal of their productivity through *teamwork*. However, this productivity can only be achieved if the teams perform *effectively*. Effective team performance comes from team members being able to:

- Relate effectively to each other;
- Communicate effectively with each other;
- Cooperate effectively with each other;
- Share their knowledge with other members of the team;
- Connect their knowledge to that of other members of the team;
- Put team goals ahead of their own individual goals;
- Take responsibility for tasks assigned to them within the team;
- Support other team members when problems arise.

No doubt you want to be a part of an effective team for your project work in International Business Project .For this to occur you need to keep in mind the above pointers to effective team performance.

With this in mind you can proceed with the process of team formation in the class. *You are free to choose whoever you want to be in your team* but there is one restriction: *your team*

should comprise between 3 and 4 students. In choosing who you wish to work with keep the following in mind:

- Their background (what they have studied previously; what their work is);
- What their skills and interests are;
- How you think you'll be able to work with them;
- How they think they'll be able to work with you and contribute towards the project

When forming your team don't necessarily just form it from amongst your friends. Your project is going to be work (not a social event), so you want to get a good mix of people in your team, guided by the following:

- A good mix of knowledge from different study areas;
- Complementary skills and interests;
- Complementary ways of working.

Once you have formed your team everyone in the team should exchange the following information (to ensure team members can maintain effective communication with each other):

- Name
- Home telephone number
- Work telephone number (if applicable)
- Mobile phone number (if applicable)
- Email address
- Times you can be contacted by phone
- Times you are available for team meetings

Having formed a team the group must now choose a topic for their project.

CHOOSING A TOPIC:

To assist you in choosing a topic for your project *a range of potential project types has been set out below.* These are all described in *generic terms.* This allows each team the flexibility of being able to customize a generic project type to fit with the team's mix of backgrounds, knowledge, skills, and interests. However, a team's choice of topic need not be restricted to the list of generic types of projects provided. Your team may propose your own project topic from outside the list if your team members have a strong interest in a particular research topic that is relevant to their studies, and that is realistically achievable. Once a team has settled on the type of project it wishes to undertake the team will still have to undertake some brainstorming to come up with a *specific topic.*

Before each group submits its project proposal in Week 3 each group will need to check its project topic with the supervisor to ensure it is *feasible* and *achievable* within the time frame of the semester. You do not have to limit yourself to these topics. Please feel free to talk to the convener about a topic of your interest.

TOPICS:

- Entry strategy into the EU market- Australia's Business strategy with China Vs EU

- Developing a framework for e business
- Strategic opportunities in China or India –Their role in Global Business
- E business services Vs Products
- The changing face of International Business- How can “Trade Policies” and strategies of Multinational business enterprises impact on the economic development of developing countries – Nigeria, Uganda and Zambia.
- Business to business-Ecommerce
- International Entrepreneurship
- E business project risk
- Mergers and Acquisitions
- Pros and cons of ebusiness
- Creativity and Innovation
- E business supply chain solutions
- International Business Operations Strategy
- E commerce marketing
- Management of Change in the International Scenario.
- Ecommerce and sustainability
- Role of expatriate management- Australia
- Taking ecommerce to the next level
- Direct Investments in South East Asia
- E business solutions -2020
- Sourcing and locating human capital anywhere in the world (global outsourcing/off shoring of labour-intensive and/or knowledge intensive work, competition from low cost countries.)
- The globalization of national companies (entry modes, stages of internationalization process)

- The international expansion of start ups (global start-ups)-Australian firms in International trade. Why should Australian firms export? Why should firms outsource?
- IB and sustainability (corporate social responsibility, natural environment);
- New organizational forms and dimensions of “Truly Global”.
- The New Globalisation Model
- FDI Inward and Outward in Australia
- Knowledge and Technology transfers
- Global hyper competition and international cooperation (cross-national mergers, acquisitions, joint-ventures and alliances)
- The re-shaping of IB in relation to the entry of global competitors from China, India, South Korea and other newly developed economies
- Property rights issues in other countries Ex China, India, Middle East
- Intellectual property laws in Australia Vs China
- NFTA –the response of MNE’s to NAFTA
- International Joint Ventures _Entry strategies of Australian Banks in China
- Cross cultural management in International Business
- International Mergers and Acquisitions-Telecommunication mergers and acquisitions in Australia
- The globalization of small firms
- Theoretical analysis of Globalisation & the Multinational Enterprises
- Ethnography and International Business

WRITING THE PROJECT PROPOSAL:

A project proposal is a formal document seeking *approval* to carry out a defined project. To gain such approval the project must be *justified* in terms of effective utilization of resources

leading to outcomes of value. In a company it is normally a manager who would initiate a project proposal. Such proposed projects could be, eg. to address a significant problem, to undertake a major development program, to undertake a major capital works program, to introduce quality improvement programs etc. In preparing a proposal for a project the manager would need to *clearly define* what the project was about, clearly detail the *operational strategies* to be used to progress the project, clearly state what *resources* (both human and financial) would be needed to run the project, and what *outcomes* the project would deliver at completion. The proposal, once prepared, would then be submitted to senior management for approval. Senior management would then assess the proposal on its merits, looking carefully at such aspects as:

- Relevance to the company's strategic objectives;
- Alignment with the company's strategic plans;
- Compliance with the company's return on investment policies;
- Financial risk attached to the project;
- Availability of required resources to run the project;
- Capability of the company to implement the outcomes of the project.

There could be three possible responses from senior management regarding the manager's project proposal:

- Proposal accepted; the project can proceed;
- Proposal rejected; the project cannot proceed;
- There is merit in the proposal but it needs some revision; please revise and resubmit.

As students preparing your project proposal you won't be subjected to any of the stringent financial and strategic assessment criteria that are applied to the vetting of commercial project proposals. *The objective of your proposal will be to simply demonstrate the feasibility of your research project from an operational viewpoint, i.e. can it be done successfully in the time available.* So, for your proposal to be accepted you will have to satisfy the following criteria for justification of *feasibility*:

- If the project involves a selected company then that company should be agreeable to being the subject of the study;
- There should be ready availability of information and literature to support your project;
- The financial resources required for carrying out the project should be modest and not be beyond the means of any student;
- The make up of the project team, in terms of background, knowledge, and skills of each team member, should be such as to ensure team capability to undertake the proposed project;
- The project must be capable of being completed within the semester timeframe.

Keeping these criteria in mind the following provides a guide as to how the project proposal should be prepared: (due in Week 3 and worth 20%)

- There is a 500 word limit for the proposal. Your proposal should be concise and to the point. The assessment of your proposal will be based on content and logical justification of feasibility, not on how long or thick it is. In other words, assessment will be based on quality, not quantity.

- The proposal should be in short report form, with headings for suggested sections, as detailed below. *References and citations should be included for all sources of information utilized in writing the proposal.*
- Introduction: This should *clearly define the team's project topic* and provide *brief summary detail on how the project is to be conducted, and what the potential outcomes of the project will be, upon its completion.*
- **Objectives:** This section should *succinctly* set out the objectives of the team's project. Bullet points and action statements are particularly effective for clearly and succinctly setting out project objectives. Try and keep the number of objectives to a maximum of 3 or 4 major ones. (This helps with maintaining clear *focus* in your project.)
- **Operational Strategy:** This section should clearly explain how the team will conduct its project to achieve its objectives. This should include such details as: what type of tasks each member of the team will be undertaking; how essential information will be sourced; how primary data will be collected (if relevant to the project); how secondary data will be collected (if relevant to the project); and what sequencing and timetable of activities will be followed. It is essential that the sequencing and timetabling of activities is clearly explained in terms of the overall logical flow of the project. *The sequencing and timetabling of project activities should also be translated into the form of a Gantt Chart.* This Gantt Chart should be attached to your proposal as an Appendix. (Gantt Charts are a *graphical* method of scheduling key steps in a project, with their time duration, such that the *progress* of a project can be *tracked* and corrective actions undertaken if the project is falling behind schedule.)

WRITING THE PROGRESS REVIEW REPORT:

In a commercial setting the purpose of a project progress review report is to report to senior management on *progress* with the project, as *measured* against the *strategic plans* originally set up in the project proposal document (approved by senior management). The report also details any *preliminary findings*, as well as any *problems and issues* encountered in the project which necessitated making *adjustments* to the original *strategic plans* for the project. This progress report enables senior management to review progress with the project in terms of: effective implementation of the strategic plan thus far; effective management of task scheduling; effective management of allocated resources; and effective plans for taking the project through to the next review point. (In your case this is the completion of your project.)

In essence the progress review report is seeking continuing support for the project by senior management, who need to be convinced that the resources allocated for the project are being deployed effectively, and that the project is on track and will still meet its original objectives, and will deliver the planned outcomes. Where problems have been encountered during the course of the project (which is usually the case), the progress report needs to identify these problems and convince senior management that they have either been overcome, or that plans are in place to solve them. The modifications to the original strategic plan, required to overcome these problems, need to be clearly mapped out for senior management. Senior management also needs to be reassured that actions, and changes to the plan, will not jeopardize the timing or outcomes of the project. If these changes to the plan result in the need to revise the original objectives and/or anticipated outcomes, then the progress report will need to *explain and justify* these revisions, since they represent *deviations* from the project plan originally proposed and approved.

Most of what has been set out above applies to *your* progress review reports (due in **Week 8** and worth 20%). In submitting your progress review reports, as students, you are seeking

feedback on how well you have been running your project up to this point, as well as on any shortcomings that may be present in your strategic planning for the remainder of your project. Correction of any problems with your project at this review point (roughly the halfway point) should assist you in completing your project successfully.

- The progress review report should be in report form, with headings for suggested sections, as detailed below. *References and citations should be given for all sources of information used to write the report.*
- Introduction: This should start with a short description of the background and context of the project. It should also include material that foreshadows major points that will be dealt with in detail in the body of the report. In doing so it can briefly highlight any changes to objectives and/or strategies that have occurred.
- Objectives: To ensure that the report can be read as a stand-alone document, the objectives should be restated in the form they were in your original proposal, and mention made that they remain unchanged. Review of Progress: This should provide detail on what has been done up to the time of writing. This should take the form of describing what tasks have been completed, and how this compares with what was originally planned. (*Your Gantt Chart, originally included in your proposal, can assist in this, by providing a means of graphically comparing actual progress versus planned progress.*) If there are variances, these should be explained. These variances are a product of problems encountered in a project. These problems should be described, and detail should be given on what actions have been taken to overcome them. (The important thing in this section is to give the reader a clear picture of where and how you have been traveling in your project in respect of accomplishing planned stages of it.)
- **Current Status:** This section should succinctly summarize where the project currently stands, in terms of such things as: major accomplishments to date; any preliminary results or findings; any pointers towards provisional recommendations that may be ratified later as a result of further work; and potential future problems that have been spotted. In other words, this section should provide the reader with a clear snapshot of where the project is currently at.

WRITING YOUR FINAL REPORT:

This is the grand finale the semester's work on your project. Your final report (due in **Week 12** and worth 40 %) constitutes a major project deliverable, in terms of the information, conclusions, and recommendations it contains. Therefore, it is imperative that your final report is totally professional in terms of structure, content, writing style, depth of analysis, and overall presentation. In a commercial setting a final project report does more than simply report facts, findings, and recommendations. It creates a profile for its authors by virtue of its excellence of presentation, and professionalism of its contents and reporting style. (*Just keep this in mind; many students who have completed "The Business Project" have taken a copy of their final project report to job interviews, to show their prospective employer the quality of work they are capable of.*) The bottom to all this is, strive for excellence in your final report!

To assist you in writing up your final report the following guidelines should prove useful:

- The length of the final report is contingent on the amount of material that needs to be reported. So, there is no set length for the report, but ensure your writing is concise and to the point. The report should be written as a stand-alone document. This will allow the reader to get the whole picture of the project from reading *just the final report*. That way

there is no need for the reader to have to access earlier reports for missing information. So make the final report *comprehensive and complete*.

- Ensure that all sources of information are referenced, and that citations are used in text. Also ensure that all appendices are appropriately referred to in text.
- Whilst each project has its own individual characteristics, the following is provided as a general guide to structuring your final report. If you feel you need to structure your report in a way that is markedly at variance with the general structure set out below, then you should discuss it first with your supervisor before proceeding.
- **Introduction:** In essence this section can function as an *executive summary* of the report by including some background on the project, the objectives of the project (and if there were changes, why), a concise explanation of the strategic approach used in the project, and a concise summary of important findings (set in the context of major outcomes for the project).
- **Discussion of Strategies Employed:** This should detail a history of how the project was managed, i.e. methodology used to achieve the reported results.
- **Results and Discussion:** This should include critical discussion of the data collected, critical assessment of the methodology employed to analyze the data, and the reporting of results and findings.
- **Conclusions and Recommendations:** This is the “bottom line” to your report. State your conclusions, and from them, set down your recommendations. State the final outcomes from your project.
- **Reference List**
- **Appendices:** This should include a collection of all information derived from *unpublished sources*, eg. brochures, company documents, memos, e-mails, charts, tables, diagrams etc that you refer to in the body of your report.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Assignment 1: Proposal

Due Date: 18-8-08

Value : 20%

Develop professional and social interaction skills whilst forming teams and brainstorming to come to a common conclusion on the research topic to be selected for the international project report. Develop research skills.

Assignment 2: Progress report

Due Date: 22-9-08

Value: 20%

Understand the research process undertake literature review and analyse the issues directed towards problem solving or arriving at a solution or conclusion through preliminary findings. Understanding the research methodology to be adopted

Assignment 3: Final Project

Due Date: 5.11.08

Value: 50%

Strategic planning and organisation skills in relation to structuring a comprehensive business report

Assignment 4: Presentation

Due Date: 5.11.08

Value: 10%

Communication and Presentation skills.

EXAMINATION

The University Examination period in the Second Half of Year 2008 is from 19th November to 5th December. 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.

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. There is no final exam for this unit. Presentations of the final project will be conducted in the departmental seminar starting week 12.

Distinction	(D)
Credit	(Cr)
Pass	(P)
Conceded Pass	(PC)
Fail	(F)

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/rules/Guidelines2003.doc>

or

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

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.

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/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”.

REFERENCES:

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<http://college.hmco.com/business/resources/termpapers/students/>

<http://www.statpac.com/research-papers/research-proposal.htm>

Journals

Harvard Business Review;

Journal of Business Strategy;

Mckinsey Quarterly.

Emerald Library Database (<http://www.emerald-library.com>)

Asia Week

Asian Wall Street Journal

Business Review Weekly

Journal of International Business Studies

Management Review

Straits Times

The Australian Bulletin

The Australian Financial Review

Economist

Fortune

GROUP COVER SHEET

Please complete

BUS	3	0	3
Group Number			

ASSIGNMENT

ALL sections in

LECTURER																							
ASSIGNMENT NAME																				DUE DATE			
GROUP MEMBERS																							
SID NUMBER										FAMILY NAME										EMAIL ADDRESS			
1.																							
2.																							
3.																							
4.																							
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6.																							

CAPITAL LETTERS and attach to the front of your assignment.

CERTIFICATION

Please confirm that your assignment meets with **ALL** of the following requirements by ticking each box and by **ALL** group members signing below. Assignments that do not comply with the following requirements **MAY NOT BE MARKED**.

We certify that this assignment is the work of the group, based on their personal study and research, and that all material and sources in the preparation of this assignment have been appropriately acknowledged. We have read and understood the policy on plagiarism set out at <http://www.student.mq.edu.au/plagiarism/> and understand that students found to be plagiarising will be penalised.

We have submitted an electronic version of this assignment on 3.5" diskette and understand that a mark for this assignment will not be assigned unless this electronic version is submitted. We understand that the University will hold the electronic version of this assignment, which may be tested now or in the future for evidence of plagiarism.

SIGNATURE OF GROUP MEMBER	DATE	SIGNATURE OF GROUP MEMBER	DATE
-----	-----	-----	-----
1.		4.	
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2.		5.	
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3.			
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IMPORTANT: Your assignment is to be handed to the lecturer in class on the Due Date.

IMPORTANT: FOR STUDENTS ENROLLING IN BBA303

The unit **BBA303** - Marketing Communications will be replaced by **MKTG310** – Integrated Marketing Communications in 2009.

As BBA303 will no longer be offered **from 2009, please choose MKTG310 instead of BBA303** – students can qualify with this unit as it contains the same course content and number of credit points.