



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

# **BUS201**

## **INTRODUCTION TO INTERNATIONAL BUSINESS**

### ***UNIT OUTLINE SEMESTER 1, 2008***

**Lecture: Monday, 6:00pm – 9:00pm, E7B T5**

**Unit Convenor: Con Korkofingas**

**Lecturer: Steve Erichsen**

**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 Unit Convenor.**

## ABOUT THIS UNIT

**BUS201** is a 3 credit point unit.

This unit introduces students to the implications of differences in social processes and organisational structures, management practices and communications for international business decisions. It will also consider the implications of the sociological, economic, technological and political environments on decision-making practices. Included in the unit will be a review of differences in culture, ethics, work and family/lifestyle issues, work motivation and loyalty to the 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:** Steve Erichsen

E-mail: [erichsen@optusnet.com.au](mailto:erichsen@optusnet.com.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 Today

**Author(s):** HILL, Charles W. L.; CRONK, Thomas; WICKRAMASEKERA, Rumintha

**Edition:** 1

**ISBN:** 9780074717530

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 (financial press, BRW, The Economist) in order to keep abreast of current issues in the international business marketplace

## 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

- an understanding of major influences and controls on organisations that participate in international markets
- an understanding of the functional aspects of 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
- 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 6pm - 9pm in E7B T5**

Week 1: Feb 25  
Explanation of Outline & Expectations  
Introduction: Globalisation (Ch 1)

Week 2: March 3  
Theories of Trade, Investment and Internationalisation (Ch 2)  
**Mini assignment available**

Week 3: March 10  
The Political Economy of Trade and Investment (Ch 3)  
**Individual Assignment available**

Week 4: March 17  
Foreign Exchange and Finance (Ch 4)

Week 5: March 24 **Easter Holiday**  
**Group Assignment available**  
**Mini Assignment due**

Week 6: March 31  
Culture (Ch 5)

Week 7: April 7  
Political and Legal Environments (Ch 6)  
**Individual Assignment due**

## **Mid Term Break: April 14 & 21**

Week 8: April 28  
Economic Environment (Ch 7) **Mid Term Exam**

Week 9: May 5  
Ethics and Corporate Responsibility (Ch 8)  
Country Market Analysis (Ch 9)

Week 10: May 12  
The Strategy of International Business (Ch 10)  
**Group Assignment due**

Week 11: May 19  
Entering Foreign Markets (Ch 11)

Week 12: May 26  
International Marketing and R&D (Ch 12)

Week 13: June 2  
International Production, Outsourcing and Logistics (Ch 13)  
International Human Resource Management (Ch 14)

Review

### **ASSESSMENT**

Group Assignment	15%
Mini Assignment	5%
Individual Assignment	15%
Mid Term Examination	15%
Final Examination	50%

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 assignment, a personal mini assignment, 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 - 15%**

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. The topics will be distributed in

class in Week 5 – your responses will be required by end of class in Week 10. Late submission of the Group Project will incur a penalty of 10% of the value of the assignment for every day that it is late.

**Mini Assignment - 5%**

A mini assignment will be required in this unit. A 1,000 word response is expected. This assignment will be available on Blackboard in Week 2, and responses will be required in Week 5. No late submissions will be accepted.

**Individual Assignment - 15%**

Each student will be expected to submit an individual assignment of 2,500 words on a topic to be provided. The topic will be available in Week 3; responses are required by end of class in Week 7. Late submission of the assignment will incur a penalty of 10% of the value of the assignment for every day that it is late.

**Mid-Term Examination - 15%**

The mid-term exam will be a multiple choice format. It will be held in class in Week 8.

**Final Examination - 50%**

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.

**The University examination period in Semester 1 is from 11 to 27 June, 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/MQUonly/Issues/Guidelines2003.doc> or  
<http://www.mq.edu.au/senate/MQUonly/Issues/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/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”.



**MAJOR ASSIGNMENT MARKING GUIDE**

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**Bibliography & Referencing**

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**General Presentation/Professionalism of Report  
including Spelling/Grammar**

2      4      6      8      10      12      14      16      18      20

**Total:** \_\_\_\_\_

**Actual Mark:** \_\_\_\_\_

**Comments:**

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