

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

BUS304
International Study Tour

Semester 2, 2010

Department of Business

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT OUTLINE**

Year and Semester: 2010 Semester 2

Unit convenor: Dr. Fei Guo

[Prerequisites / Corequisites:]

36 credit points and ((admission to BCom or BBA) or (BUS202))

Credit points: 3

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

ABOUT THIS UNIT

This unit develops knowledge and understanding of the international business environment and business operations in foreign markets through first-hand observation of businesses in a foreign country. Students are expected to develop and demonstrate knowledge about the foreign markets involved, and at the same time, apply knowledge gained in their disciplinary areas in the context of the foreign markets. The unit includes a series of seminars and a two-week study tour to one or two overseas countries, and enables students to develop an appreciation of the ways in which business operations and business systems differ across national boundaries. Students are required to prepare a written assignment based on the seminars and prepare a report at the end of the tour based on their observations of the businesses and the country.

This year the study tour will be a 16-day field trip to China. As a new economic powerhouse, China has attracted increasing attention from the international business community. Its astonishingly rapid economic growth in the past decades has contributed significantly to world economic growth while the massive size of its population has generated a labour force and consumer market that has attracted an increasing amount of foreign investment. China's state-owned enterprises have also adopted many international management practices and made drastic reforms that changed the economic landscape of the entire country.

The study tour will provide students with an exciting opportunity to experience this dynamic country and learn how this important segment of global economy manages to achieve high growth rate while the rest of world is experiencing economic downturn. In addition, the tour will include sightseeing visits to local tourist sites on the weekends, giving students time to explore the historical and cultural sites surrounding Beijing, Shanghai and Suzhou and have an intellectually fulfilling and culturally stimulating experience.

TEACHING STAFF

Unit Convenor:

Dr. Fei Guo
Room: E4A-627
Phone (02) 9850-8445
Email: fei.guo@mq.edu.au

In addition, a number of staff from the Department of Business will be involved in the seminar series before the field trip. Their contact details are:

Name	Task	Room	Phone No.	Email
Dr Fei Guo	Convenor	E4A-627	9850 8445	fei.guo@mq.edu.au
A/Prof. Stephen Chen	Seminar Lecturer	E4A-639	9850-8459	stephen.chen@mq.edu.au
Dr. Robert Jack	Seminar Lecturer	E4A-643	9850-8463	rob.jack@mq.edu.au
Mr. Karl Qin	Seminar Lecturer	Consultation by email		karl.qin@tdes.com.au
Miss Monica Ren	Seminar Lecturer	Consultation by email		monica.ren@mq.edu.au

CONSULTATION TIMES

Consultation Hours

The Convenor and some of the other teaching staff will be operating consultation hours. Students are most welcome to visit the staff during these consultation hours. Some staff's consultation hours are given below. Consultations with other teaching staff on a particular seminar topic should be done via email if their consultation hours are not provided in this unit outline.

If you cannot make to the scheduled consultation hours you are still welcome to visit the teaching staff at other times. However, since there is no guarantee that staff will be available outside the hours below, phoning or emailing to make an appointment would be advisable.

Name	Scheduled Consultation Hours
Dr. Fei Guo	Tuesday 11:00am – 1:00pm
A/Prof. Stephen Chen	Monday 10:00am -12:00noon and Friday 10:00-11:00am

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

Classes in this unit will include two main components: six seminars in the first half of the semester and a 16-day field trip to China during the mid-semester break from 18th Sep. to 3rd Oct. There will be no lecture after the field trip except for a student presentation session in week 12.

During the first half of the semester (before the field trip), a 3-hour class will be held on Wednesday each week from 6:05pm to 20:55pm in W5A101. The first 1.5 hours will mainly be seminar presentations from a teaching staff and the second 1.5 hours will be used for group/class discussion. Sometimes seminar presentations and class discussion could be carried out at the same time.

The 16-day field trip to China will involve very intensive daily activities, including visiting a number of businesses and organisations, interacting with relevant personnel, participating in organised activities in some companies, making observations of business settings and market places, reading literature and information on China and relevant companies/organisations, and preparing for case studies of a company/organisation. Students' full participation in all scheduled activities is expected.

There will be no lecture in the weeks after the field trip. It is expected that students will spend a substantial amount of time during these weeks to prepare their case studies, which is one of the key assessment components. A presentation session is scheduled in Week 12 on Wednesday 3rd November from 6:05pm to 20:55pm in room W5A101. Students will make group presentations based on their group project. It is expected that each group presentation will take 25-30 minutes.

Students are required to attend all seminars and the full length of the field trip. If for any unavoidable reason a student needs to be away from the group temporarily during the field trip, a written notice to the Convenor, who will accompany students on the field trip, is required.

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

There is no prescribed textbook for this unit. A list of recommended readings will be given for each topic in the seminar series. Students are encouraged to read widely in the areas of China's economic reforms, social and economic conditions and business practices that are available in a wide range of academic journals and books.

UNIT WEB PAGE

Students may access unit materials online through the Macquarie University online learning facility **Blackboard** at <http://learn.mq.edu.au> using your **Student ID Number** and your Online Learning @ MQ password. This page supports the lecture notes, unit outline, assessment tasks, recommended reading lists, and any other information that is deemed relevant to the unit. **There will be no iLecture for this unit.**

Students who experience technical problems accessing this page should contact Ms. Yang in the Department of Business or by email yang.yang@mq.edu.au.

LEARNING OUTCOMES

At the end of this unit, students will be able to:

- critically reflect on various aspects in the literature and information on China based on their own experience and observations during the field trip;
- develop an interest in the sector/company in China on which they have prepared a case study as part of assessment;
- Identify relevant theory learnt at university, in the seminar series and in other units, and apply in the case studies;
- Recognise cultural difference between Australia and China and demonstrate cross-cultural awareness; and
- Apply academic research to analyse real-world case studies and to reflect field trip experience.

More specifically, students will enhance their understanding and knowledge about China and its society and business environment in the following aspects:

- China's social and economic conditions and business practices;
- Key differences in doing business in China;
- The operation of international companies, including Australia companies, in China;
- The internationalisation of Chinese domestic companies;
- Segments in China's consumer markets;
- Labour conditions and human resource management in Chinese companies; and
- Future opportunities and challenges that face businesses in China.

GRADUATE CAPABILITIES

In addition to these unit specific learning outcomes, all academic programs at Macquarie assist students to develop capabilities in a range of areas. By participating in field trip in the international study tour, engaging in class discussion in seminar series, and completing all assessment tasks, students will have the opportunity to develop in some or all of the following areas:

- Critical, analytical and integrative thinking
- Research and problem solving capability
- Effective communication
- Creative and innovative
- Capable of professional and personal judgement and initiative
- Commitment to continuous learning
- Engaged ethical local & global citizens

TEACHING AND LEARNING STRATEGY

The teaching strategy in this unit consists of the provision of information in a weekly seminar series in the first half of the semester and a 16-day field trip to China during the mid-semester break period. Students must participate in both seminar and field trip components of the unit and complete all required assessment tasks. The seminar series is designed to provide students with background knowledge and information about China and its social and economic conditions, as well as the relationship between China and the global markets. Through seminars and class discussion, students are expected to establish an understanding of the key contributory factors to China's rapid economic growth, impacts of its economic reforms, and key characteristics of business environment and practices in China. Students are expected to be familiar with major literature in the areas of Chinese business studies.

The field trip is designed to provide students with first-hand experience and knowledge on how businesses operate in China, including how Chinese domestic businesses grow and expand and how international business establish and develop in China. Students will also have opportunities to make their own observations on China's market places and consumers.

In addition to the information provided in the "Classes" section on page 3, a list of seminar topics and provisional activities on the field trip are outlined below:

Seminar Series

Week	Date	Lecture Topics	Lecturer	Notes
1	4 Aug.	Introduction	Fei Guo	Group formation
2	11 Aug.	Australian exports to China and Australian business operation in China	Rob Jack	Essay topics given
3	18 Aug.	The factory of the World – manufacturing sector in China	Karl Qin	
4	25 Aug.	Demographic changes and labour market in China	Fei Guo	
5	1 Sep.	China's international relations: past, present and future	Stephen Chen	
6	8 Sep.	Foreign Direct Investment (FDI) in China	Monica Ren	Essay due
7	15 Sep.	Consumer Markets in China	Karl Qin	Final preparation for field trip; Group Project instruction given
12	3 Nov	Group Project Presentation		Group Project due

Field Trip to China (18 Sep to 3 Oct.)

Day	Date	Provisional Tasks/Activities	Notes
1	18 Sep Saturday	Departing Sydney for Beijing, arriving late night	Check-in hotel
2	19 Sep Sunday	Cultural experience tour, visit Tiananmen Square, Forbidden City, Jingshan Park, Temple of Heaven, Hutong tour, etc.	<i>Weekend activities</i>
3	20 Sep Monday	Morning – visit Austrade Beijing office Afternoon – TBA	Australian government trade representative
4	21 Sep Tuesday	Morning - visit China Centrin System Afternoon - TBA	IT sector, data centre
5	22 Sep Wed	Morning - visit Lenovo Afternoon - visit Dragonseal Winery	Laptop manufacturer Beverage sector, wine-making
6	23 Sep Thursday	Morning - visit Zhongguancun Science and Technology Park Afternoon – visit Mengniu Dairy	In Beijing's higher education district – IT and high-tech firms Dairy manufacturer
7	24 Sep Friday	Morning – visit Peking University Afternoon – visit Yanjing Brewery	Top university in China Beer-making
8	25 Sep Saturday	Morning – cultural experience tour, visit the Great Wall, Olympic venues etc. Afternoon – prepare for overnight train trip to Shanghai	<i>Weekend activities</i> <i>Fast train service</i>
9	26 Sep Sunday	Morning - Arriving in Shanghai Bus trip to Suzhou - visit Suzhou Science and Technology Park	<i>Weekend activities</i> <i>Also visit Suzhou gardens</i>
10	27 Sep Monday	Morning – visit Baosteel Afternoon – visit Goodbaby	State-own steel maker, import Australia's iron ore. Manufacturer of children's products
11	28 Sep Tuesday	Morning – visit Volkswagen Afternoon – visit China Data Group (CDG)	Multinational car maker Data processing and outsourcing firm

12	29 Sep Wed	Morning – visit Fudan University Afternoon – visit Cisco Shanghai	Top Shanghai university, Macquarie’s partner uni. Multinational information system solution firm
13	30 Sep Thursday	Morning – visit COSCO Afternoon – visit Yakult manufacturer	State-own shipping and transportation company. Dairy beverage sector
14	1 Oct Friday	Visit Shanghai Expo sites	<i>National holiday in China</i>
15	2 Oct Saturday	Cultural experience tour in Shanghai – visit the Bund, Yuyuan Garden, Jinmao Tower, Nanjing Road etc.	<i>National holiday in China</i>
16	3 Oct Sunday	Return to Sydney	<i>Hooray!!</i>

Please note that the itinerary/activities on the field trip are provisional and subject to confirmation closer to the dates of visit.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Unit Assessment

Assessment for this unit consists of two components:

- (1) A 3,000-4,000 word individual essay based on recommended readings and workshops prior to the trip during the workshop period; and
- (2) A 6,000-7,000 word group project report and presentation based on experience of the field trip to China. Two students are to be formed as one group. If a student is unable to team up with anyone, she/he may be assigned to a group of three, or she/he could choose to complete a project report on his/her own. In the group project report, students are expected to demonstrate first-hand knowledge about China, and at the same time, application of knowledge gained in other units such as business policy/strategic management, marketing, HR, finance and international business operations in the Chinese context. All members of the group are expected to contribute to the group project report and presentation. All members of a group will be awarded the same mark for the group project component (both report and presentation).

There is no final examination for this unit.

The weighting given to the various assessment tasks will be:

- **Individual Essay** (30%)
- **Group Project Report** (60%)
- **Group Presentation** (10%)

Please note that students are expected to attend all seminars and participate in full length of the field trip. Although class attendance and participation are not assessed, active participation will benefit students' learning. Satisfactory attendance in seminars and cooperation during field trip may be used to determine a marginal grade.

Individual essay and group project report given and due dates are presented on page 5. All essay and group project reports are to be handed in to the Convenor in class. All essay and group project reports submitted should have a cover sheet which clearly states the students' names and ID numbers, the names and code of the unit, the topic of the essay or group project, and date of submission. An assignment cover sheet could be downloaded

at: http://www.businessandconomics.mq.edu.au/faculty_docs/student_support/Individual_cover_sheet_new.pdf.

Extension on essay and group project report will only be granted for unavoidable circumstances. A written request from student explaining the reason for delay of an essay or group project submission will be required. Students could also lodge special consideration application for delayed submission of essays or group project reports due to serious and unavoidable circumstances. See details in "Special Consideration" section below.

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

UNIVERSITY POLICY ON GRADING

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction.

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

Your final result will include one of these grades plus a standardised numerical grade (SNG). Please note that the raw marks for a unit (i.e. the weighted average 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.

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> .

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 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.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals .

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

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>.

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.