MACQUARIE UNIVERSITY

FACULTY OF BUSINESS AND ECONOMICS

Unit Code: BUS201
Unit Name: Introduction to International Business

FIRST SEMESTER, 2011

Department of Marketing and Management

MACQUARIE UNIVERSITY
FACULTY OF BUSINESS & ECONOMICS
DEPARTMENT OF MARKETING AND MANAGEMENT
UNIT OUTLINE

Year and Semester: Semester One 2011

Unit convenor: Dr. Robert Jack

Prerequisites: MKTG101

Credit points: 3

Students in this unit should read this outline carefully before we start our lecture sessions. 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

BUS201 is a 3 credit point unit. It is a single semester unit. The number of credit points that a unit is worth is determined by the number of hours that a student is expected to spend each week attending lectures, reading and preparing assignments. For a single semester unit, students are expected to spend at least 24 hours per credit point on work related to the unit. Students are strongly advised to prepare their study timetable accordingly. Successful performance in the exam requires knowledge and understanding of the content of the lectures and set readings.

Welcome to Introduction to International Business!

Previous students have found this subject to be a very interesting one and I trust that you will find the same. In recent years, the study of international business has gained prominence and popularity. Although international business has many similarities with domestic business, there are some important differences. International business includes all business activities that involve business organisations from two or more countries. At the international level, managers must accommodate a highly complex environment. Key variables in this environment include different currencies, different government policies concerning trade, subsidies, controls on foreign investment, as well as the variables that exist in any domestic environment such as competition, costs and customer characteristics.

This unit covers the international environment including international trade and investment, and the legal, political, cultural and economic contexts faced by internationalising organisations.

TEACHING STAFF

NAME	ROLE	EMAIL ADDRESS	CONSULTING TIMES
Dr. Robert Jack	Unit Convenor and Lecturer	rob.jack@mq.edu.au	Tuesdays – 1100 to 1300 Building E4A Room 643 Ext. 8463
Mr. Peter Coffey	Tutor	peter.d.coffey@gmail.com	Consultation Room Building E4B Room 104 Peter will advise students in the first tutorial of a specific time
Mr. Varun Sabharwal	Tutor	varun.sabharwal@mq.edu.au	Consultation Room Building E4B Room 104 Varun will advise students in the first tutorial of a specific time
Mr. Murray Taylor	Tutor	murray.r.taylor@gmail.com	Consultation Room Building E4B Room 104 Murray will advise students in the first tutorial of a specific time
Mr.Edward Tello	Tutor	edward.tello@mq.edu.au	Consultation Room Building E4B Room 104 Edward will advise students in the first tutorial of a specific time

CONSULTATION TIMES

You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.

Consultation sessions with tutorial staff will run at the Consultation Room at E4B104.

CLASSES

This unit is taught using lectures and 'applications lectures' (whole-of-class tutorials). The course consists of 36 hours of instruction. Students are expected to read in advance of lectures, and actively participate in applications lectures. It is an expectation that students

will attend at least 80% of classes. Students will be expected to attend lectures fully prepared to discuss assigned readings as per the course outline. 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".

The timetable for classes can be found on the University web site at http://www.timetables.mq.edu.au/

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

- Hill, C.W.L., Cronk, T., & Wickramasekera, R., (2011) *Global Business Today*, Asia Pacific Edition 2nd ed, NSW: McGraw-Hill Australia – **this is available for purchase at the University Bookshop**

Other useful references – TEXTBOOKS

- Cavusgil, S. Tamer, (2008) International business : strategy, management, and the new realities, Upper saddle River, N.J. : Pearson Prentice Hall, (ON RESERVE)

- Czinkota, M.R., Ronkainen, I.A., Moffett, M.H., (2005) *International business*, 7th ed, Mason, Ohio: Thomson South-Western – (ON RESERVE)

- Daniels, J.D., Radebaugh, L. H., Sullivan, D.P., (2009) *International business: environments and operations*, 12th ed, Upper Saddle River, NJ: Pearson/Prentice Hall (ON RESERVE)

- Hill, C.W.L., (2009) *International business: competing in the global marketplace*, 7th ed, Boston : McGraw-Hill/Irwin (ON RESERVE)

- Morrison, J., (2009) *International business : challenges in a changing world*, New York: Palgrave Macmillan (ON RESERVE)

- Peng, M., (2010) *Global*, Mason, Ohio, Southwestern Cengage Learning, (ON RESERVE)

- Rugman, A., Brewer, T.L., (2001) *The Oxford handbook of international business*, Oxford, New York: Oxford University Press (ON RESERVE)

- Sitkin, A., Bowen, N., (2010) *International business: challenges and choices*, New York, Oxford University Press (ON RESERVE)

- Wild, J.J., Wild, K. L., Han, J.C.Y., (2010) *International business: the challenges of globalisation*, 5th ed, Upper Saddle River, NJ: Prentice Hall: (ON RESERVE)

Other references - ACADEMIC JOURNALS

There is a range of journals in the fields of international business and management. The titles below are indicative only of such publications. **Most are available on the library databases:**

- *Academy of Management Review*
- *Asia Pacific Journal of Management*
- *Cross Cultural Management*
- *International Business Review*
- *Journal of Asia Business*
- *Journal of International Business Studies*
- *Journal of International Management*
- *Journal of World Business*
- *Management International Review*
- *Thunderbird International Business Review*

Other references - PERIODICALS

There is a range of periodicals in the fields of international business and management. The titles below are indicative only of such publications:

- *Business Week (Asian edition)*
- *Harvard Business Review*
- *The Wall Street Journal*
- *The Economist*

Other references - USEFUL WEBSITES

- Australian Bureau of Statistics: http://www.abs.gov.au/
- Department of Foreign Affairs and Trade: http://www.dfat.gov.au/
- World Trade Organisation: http://www.wto.org/
- International Monetary Fund: http://www.imf.org/
- The World Bank: http://www.worldbank.org/
- UNCTAD-United Nationals Conference on Trade and Development: http://www.unctad.org
- International Trade Centre: http://www.intracen.org/
- Australian Financial Review: http://www.afr.com.au
- International business news:
    - orthodox views:
        - The Economist - http://www.economist.com (some parts available only on subscription)
    - alternative views:
        - Green Left Weekly - http://www.greenleft.org.au
        - New Internationalist - http://www.newint.org

TECHNOLOGY USED AND REQUIRED

- No specific technology is required for this subject

UNIT WEB PAGE

- Course material is available on the learning management system (BlackBoard) http://learn.mq.edu.au
- The web page for this unit can be found at: http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/undergraduate_units/ug_units/units/BUS_units/bus201_introduction_to_international_business

LEARNING OUTCOMES

The learning outcomes of this unit are:

1. an understanding of the development of the global marketplace and its impact on organisations and countries
2. an understanding of major influences and controls on organisations that participate in international markets
3. an understanding of the functional aspects of international business
4. 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 the capabilities the University's graduates will need to develop to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this by developing the graduate capabilities generic skills numbers 1, 2 and 7 below (italicised):

1. *Critical, Analytical and Integrative Thinking*
2. *Problem Solving and Research Capability*
3. Creative and Innovative
4. Effective Communications
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. *Capable of Professional and Personal Judgement and Initiative*
8. Commitment to Continuous Learning

CAPABILITIES FROM AN INTERNATIONAL BUSINESS PERSPECTIVE

1. An ability to gain an appreciation of Australia's options in the global market-place, based on the application of
2. An awareness of the different kinds of regional trade groups and organisations within the global economy
3. An appreciation of diverse cultures and how they impact on business
4. Understand the fundamentals of trade patterns within the global economy
5. Understanding of the economic, environmental, societal, technological, legal and political forces that affect international
6. Understanding of how managing an international business operation differs from a domestic operation
7. Understanding the process of developing and implementing an internationalisation strategy for a business
8. An ability to devise different strategies to enter and compete successfully in the global marketplace
9. Understand the key economic and business organisations which facilitate engagement with global business

TEACHING AND LEARNING STRATEGY

BUS201 Introduction to international business lecture schedule

Date	Lecture topics	Key activities
Week 1 21/02/11	**Topic 1 – Introduction** Explanation of unit outline & course expectations The implications of globalisation ***Readings:*** ***Hill et. al, Chapter 1***	No tutorials this week
Week 2 28/02/11	**Topic 2 – International trade and investment theory** The conceptual basis and theoretical benefits of trade and investment ***Readings:*** ***Hill et. al, Chapter 2***	Forming groups, choosing topics for group assignments
Week 3 07/03/11	**Topic 3 – The political economy of trade** WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism ***Readings:*** ***Hill et. al, Chapter 3***	Discussion questions & case analysis ***tutorial assessment commences**
Week 4 14/03/11	**Topic 4 – Culture and business** Culture and business; implications of culture for business ***Readings:*** ***Hill et. al, Chapter 5***	Discussion questions & case analysis
Week 5 21/03/11	**Topic 5 – Political and legal aspects of international business** Political and legal systems, risk and its impact on the international firm ***Readings:*** ***Hill et. al, Chapter 6***	Discussion questions & case analysis **Individual assignment due**
Week 6 28/03/11	**Topic 6 – Economic environment** Different economic systems and its implication for international business ***Readings:*** ***Hill et. al, Chapter 7***	Discussion questions & case analysis
Week 7 04/04/11	**Topic 7 – International monetary institutions** The role of the IMF & World Bank group ***Readings:*** ***Hill et. al, Chapter 4 - pp. 170-181 & additional readings***	Discussion questions & case analysis **Individual assignment returned**
Week 8 25/04/10	**NO CLASSES – ANZAC Day**	**NO CLASSES**

Week 9 02/05/11	**Topic 8 – Country market analysis** The basics of foreign market entry and financing trade ***Readings:*** ***Hill et. al, Chapter 9***	Discussion questions & case analysis
Date	**Lecture topics**	**Key activities**
Week 10 09/05/11	**Topic 9 – The strategy of international business** International strategy development and firm organisation ***Readings:*** ***Hill et. al, Chapter 10***	Discussion questions & case analysis
Week 11 16/05/11	**Topic 10 – Entering foreign markets** The various modes firms can use to enter overseas markets ***Readings:*** ***Hill et. al, Chapter 11***	Discussion questions & case analysis **Group assignment due**
Week 12 23/05/11	**Topic 11 – Marketing & R&D** Basic marketing decisions and research and development options ***Readings:*** ***Hill et. al, Chapter 12***	Discussion questions & case analysis
Week 13 30/05/11	**Course Revision**	Exam preparation and revision **Group assignment returned**

BUS201 Introduction to international business tutorial schedule

Date	Topic	Assigned Work
Tutorial 1 28th February 2011	The implications of globalisation *Please note that additional questions will be supplied during the lecture sessions	**Opening Case: (pp-2-4)** Globalisation at General Electric and Tata 1. What measures can be used to assess how 'international' a business has become, a characteristic UNCTAD describes as 'transnationality'? Do GE and Tata qualify as being 'international'? 2. A goal of GE was to become 'truly global'. What is the difference between being 'international' and being 'truly global'?
Tutorial 2 7th March 2011	Theories of trade and internationalisation *Please note that additional questions will be supplied during the lecture sessions	**Closing Case: (pp. 93-95)** Logitech 1. Explain how trade lowers the costs of making computer peripherals such as mice and keyboards 2. To what extent can Porter's diamond help explain the choice of Taiwan as a major manufacturing site for Logitech?
Tutorial 3 14th March 2011	The political economy of trade *Please note that additional questions will be supplied during the lecture sessions	**Learning and assessment tasks (p. 143)** 1. While many countries recognise the benefits of dismantling trade barriers through the multilateral WTO system, the developing countries have significant reservations. Develop an argument against developing countries withdrawing from WTO negotiations on the liberalisation of trade and investment. 2. Outline the economic and political arguments for regional economic integration. Given these arguments, explain why there are not more substantial examples of integration such as the EU in the world economy.
Tutorial 4 21th March 2011	Culture and business *Please note that additional questions will be supplied during the lecture sessions	**Learning and assessment tasks (p. 227)** 1. Explain how the culture of a country might influence the costs of doing business in that country. Illustrate your answer with examples.

		<u>Closing Case: (pp. 228-30</u>) A tale of two countries 1. Which of Hofstede's cultural values scores for India best explains the bureaucratic behaviour of the ROC? Explain how this cultural value influences the behaviour of the bureaucrats in ROC. 2. If cultural values motivate behaviours, what is the value that is motivating Chinese business people to offer 'gift money' to potential partners or existing buyers as outlined in Jason's experience? Is gift-money the same as bribery? Explain why you agree or disagree with this statement.
Tutorial 5 28th March 2011	Political and legal aspects of international business *Please note that additional questions will be supplied during the lecture sessions	**<u>Opening Case: (pp. 232-34)</u>** 21st-century Socialism: Chavez's Venezuela 1. What do you think are the macro-political risks to business in Venezuela of a persistent fall in the price of oil? 2. Are there any viable strategies that firms in the food or oil industries might employ to mitigate the risks?
Tutorial 6 4th April 2011	Economic environment *Please note that additional questions will be supplied during the lecture sessions	**<u>Closing Case: (pp. 322-33</u>)** Astro's Indonesian Headache 1. How attractive in economic terms is Indonesia to international business in general? 2. As a satellite pay-TV company is there a particular set of economic indicators that Astro should give attention to in assessing its entry into Indonesia? 3. Could Astro have better foreseen the challenges it faced in Indonesia? What advice would you give foreign firms that are considering entry into the Indonesian market? **<u>Feedback on individual report</u>**

Tutorial 7 2nd May 2011	International monetary institutions *Please note that additional questions will be supplied during the lecture sessions	**<u>Country Focus: (pp.176-78)</u>** The Asian Financial Crisis 1. Assuming that there existed the full cooperation of the governments to allow close scrutiny of national affairs, what might the IMF's surveillance process have identified as portents of the Asian financial crisis? 2. Do you think the IMF policy prescriptions of tight monetary policy and reduced government spending (the conditions often attached to IMF loans) are appropriate for nations experiencing a financial crisis?
Tutorial 8 9th May 2011	Country market analysis *Please note that additional questions will be supplied during the lecture sessions	**<u>Opening Case: (pp. 360-62)</u>** UNIQLO's global success 1. What key strategies did UNIQLO implement to overcome falling revenues in Japan between 2002 and 2003? 2. Identify the main reasons why UNIQLO's first international venture in the United Kingdom failed.
Tutorial 9 16th May 2011	International strategy development and firm organisation *Please note that additional questions will be supplied during the lecture sessions	**<u>Opening Case: (pp. 396-97)</u>** MTV's global strategy 1. Using the framework developed in this chapter, how would you describe MTV's strategy for competing internationally when it originally expanded internationally in 1987? What were the strengths of this strategy? What were the limitations? 2. What strategy did MTV start to pursue in 1995? What were the benefits of this strategy to MTV? What were the drawbacks 3. Recently MTV has started to take ideas developed in national subsidiaries, and see if it can find ways of leveraging them globally. Does this represent a retreat from its post-1995 strategy, or a refinement of that strategy? What kind of company do you think MTV is striving to become? Why?

Tutorial 10 23rd May 2011	Entering foreign markets *Please note that additional questions will be supplied during the lecture sessions	**Closing Case: (pp. 461-62)** General Electric's joint ventures 1. General Electric has traditionally followed a strategy of expanding into new markets using wholly owned greenfield ventures. Discuss the advantages and disadvantages of this strategy 2. In recent years the company has shifted to a strategy of forming joint ventures with local companies. Explain why General Electric has made this strategic shift. 3. What are the disadvantages of General Electric's new strategy of using joint ventures to enter foreign markets?
Tutorial 11 30th May 2011	Course revision	**Exam preparation and feedback on group assignments**

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Knowledge and understanding of the subject matter is assessed using a mixture of presentations, group reports, 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.

This subject offers a number of elements which provide the student the opportunity to demonstrate their understanding of the material and ability to apply the concepts associated with international business.

	Assessment Task 1	**Assessment Task 2**	**Assessment Task 3**	**Assessment Task 4**
Name	Article analysis	Investment location decision	Tutorial reports and contribution	Final exam
Description	Essay **Refer to p. 16 for more detail**	Group report **Refer to p. 17 for more detail**	Informal presentations and contribution	The duration of the exam is 2 hours (plus 10 minutes reading time) and will be held during the exam period. The exam will consist of essays and multiple choice questions
Due date	Week 5	Week 11	Weeks 3-12	Please check the exam timetable for location and time
% Weighting	20	20	10	50
Grading method marking criteria/standards expectations in relation to presentation referencing requirements	• Introduction – 10% • Analysis – 70% • Conclusion – 10% • Presentation and referencing – 10%	• Executive summary – 10% • Issues and evaluation – 40% • Recommendation – 30% • Implementation – 10% • Presentation and referencing – 10%	Students are expected to contribute positively to class discussions on an active and regular basis	N/A
Submission method	Via Turnitin and in class to tutor	Via Turnitin and in class to tutor	A combination of attendance and consistent verbal contributions	N/A
Feedback	Written	Written	Verbal feedback	N/A

	Assessment Task 1	**Assessment Task 2**	**Assessment Task 3**	**Assessment Task 4**
(type, method, date)	feedback will be given 2 weeks after respective submissions of assignments in tutorial	feedback will be given 2 weeks after respective submissions of assignments in tutorial	will be given interactively when necessary during class discussions.	
Estimated student workload (hours)	16 hours	20 hours	24 hours	30 hours
BUS201 Learning outcomes assessed				
1	15%	30%	25%	30%
2	15%	10%	25%	25%
3	10%	50%	25%	25%
4	60%	10%	25%	20%
Graduate capabilities assessed				
1. Critical, Analytical and Integrative Thinking	5%		5%	20%
2. Problem Solving and Research Capability		5%		
3. Capable of Professional and Personal Judgement and Initiative		10%		

Assessment Components - INDIVIDUAL ASSIGNMENT

The INDIVIDUAL ASSIGNMENT is worth 20% of your final grade

Each student will be expected to submit an individual assignment of 2,000 words in Week 5. The required format for the assignment is an **ESSAY**. The topic is as follows:

Choose and collect two newspaper or periodical articles that have relevance to international business. Include copies of these articles as appendices to your assignment. The articles must be published between 21st February and 13th March 2011 in <u>one or more Australian newspaper</u> <u>or periodical</u>. Carefully select each article so that both fall into one of the major topic areas of international business.

Now respond to the following questions:

1. What are the implications for each of the selected articles for:
    a. the Australian government
    b. Australian businesses (meaning domestic firms)
    c. Multinational corporations (meaning international firms)
2. In your opinion, what are the most relevant theory/ies that could be used to analyse each or both of these articles? Give reasons for your answer.

Your essay should incorporate at least 12 different references. These can be sourced from the following:

- Academic articles
- Relevant textbooks
- Periodicals
- Newspapers
- Relevant online sources

The 12 references should be evenly balanced between these five resource options. Examples of all of these reference options are detailed on pages 5-6 of this guide.

Students are expected to maintain an appropriate standard in presenting their essay Remember to acknowledge your sources throughout the paper using the Harvard referencing system. The report is to be typed and <u>1.5 spaced</u> (a standard 12 point font should be used). Students are expected to maintain an appropriate standard in presenting their essay. It should be checked for spelling, consistency and clarity of expression**.** Late submission of the assignment will incur a penalty of 10% of the value of the assignment for every day that it is late.

Your essay must be submitted to **Turnitin** at www.turnitin.com (for details see p. 18)

Assessment Components - GROUP REPORT

The REPORT is worth 20% of your final grade

You will be required to join a group (of no more than four students, preferably three), and develop a 4000 word written **REPORT** on the topic detailed below:

Analyse a developing and a developed country as a possible site for a 'greenfield' foreign direct investment. You selection of countries should be limited to the following choices:

- ***'Developing': Vietnam, Mexico or South Africa (choose one)***
- ***'Developed': Italy, New Zealand or United Kingdom (choose one)***

Assume that you are responsible for a large Australian manufacturing firm that is keen to internationalise by a 'greenfield' foreign direct investment via sole ownership. Consider the issues that would help you make such a business decision. For example –

- What are the advantages and disadvantages of investing in each country?
- How does the legal system affect business?
- What political, cultural and economic risks apply?

The paper should not only focus on the positive aspects of each country. It should be a balanced consideration of the overall prospects for successful investment there.

Finally, you should conclude as to which country will be the host of your investment – your final decision/recommendation must be supported and justified.

As 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, 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.

While writing your report, you should incorporate relevant theories and concepts to justify your arguments. Remember to acknowledge your sources throughout the paper using the Harvard referencing system (intext referencing).

The report is to be typed and 1.5 spaced (a standard 12 point font should be used). It should be checked for spelling, consistency and clarity of expression.

Your report should incorporate at **least 30 different references**. These can be sourced from the following:

- Academic articles
- Relevant textbooks
- Periodicals
- Newspapers
- Relevant online sources

The 30 references need to be evenly balanced between these five resource options. Examples of all of these reference options are detailed on pages 5-6 of this guide.

Your report must be submitted to **Turnitin** at www.turnitin.com (for details below)

All group work is peer moderated (see Appendix 1)
In Week 11 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. (See Appendix 1)**

Assessment Components – ESSAY & GROUP REPORT TURNITIN

Remember your individual essay and group report must be your own work. Therefore, both assignments must be submitted to **Turnitin at** www.turnitin.com**.** A link to Turnitin and instructions on how to submit an assignment to Turnitin are provided on Blackboard.

Please note that when submitting your essay and report you must include the following:

- Cover sheet with student name, student ID number, tutorial/class enrolment number, tutorial day and time;

- Turnitin receipt email. This email provides time and date proof of assignment submission to the Turnitin system; and

- Printed copy of the 'Originality Report' from Turnitin.

Any submission not containing a student cover sheet, a print out of the Turnitin Receipt email stating time/date of submission, as well as the Turnitin Originality report will not be marked.

In terms of the group report, each group is responsible for assessing its level of plagiarism. Although you can submit the report to Turnitin as many times as you like before the due date, only the final submission will count to Turnitin. Any Turnitin Report with 20%+ plagiarism will be carefully reviewed and marks deducted equivalent to the percentage plagiarised.

Assessment Components - TUTORIAL REPORTS AND CONTRIBUTION

Worth 10% of your final grade

Each week, your tutor will look for lively discussion and debate. 10 per cent of your total marks are attributable to your tutorial participation. You are expected to read the appropriate material listed in the tutorial schedule before each tutorial. You also will need to read the end-of-chapter questions, exercises, and case studies prior to your tutorial.

This is a mark for participation, NOT attendance (which is compulsory). Accordingly, you will be required to participate in informal presentations throughout the semester. In addition pop quizzes will be distributed in the tutorials at random dates

Assessment Components - FINAL EXAM

The FINAL EXAM is worth 50% of your final grade

A compulsory two hour final exam will be set during the exam period from 6 to 24 June 2011. The examination will be 'closed book'. The format of the final exam will be a combination of multiple choice and long essay questions.

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. The University's policy on special consideration process is available at
http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:
http://www.mq.edu.au/policy/docs/examination/policy.htm

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

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. 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.
Correct referencing is essential. All data, quotes, figures and tables etc must indicate source(s) from which they are obtained. You are to follow the Harvard Referencing Approach and a guide on correct referencing can be found on the following pages of this outline. The assignment must be typed. **Run your report through a spelling checker and a grammar checker before final submission.**

The emphasis is not on bulk writing but clearly expressed and supported description and analysis. Make sure the report is a coherent argument from start to finish. Use headings and subheadings to organize your report in a logical and coherent manner. Use of bullet points, tables, diagrams and graphs are often helpful in this respect. If tables, diagrams and graphs are used make sure to label and reference them correctly – they do not speak for themselves! It is appropriate to assign a group member to be responsible for reading through the complete report to ensure that the various sections of the report gel well. This will enable you to remove duplication of information if any, include additional information if necessary, avoid conflicting interpretations and enhance clarity and lucidity of the report.

The completed report should be something groups would be happy to share with the managers or with business analysts. It should be of a high standard of business writing and presentation.

GRADES

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P – Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:
http://www.mq.edu.au/policy/docs/grading/policy.html

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 and/or viewing your final exam script 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.businessandeconomics.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.

Marking Guides for Assignments

BUS201 Introduction to International Business
Individual Assignment, Semester 1, 2011

Essay: Marking and Feedback Summary Sheet

Student Name: _____

Student ID: _____

Section	Grade	Comments
1	**Introduction** *You should provide a 1-2 paragraph overview of the essay. It is a summary of the main aim, findings and conclusion.* **10%**	
2	**Body** *Present a critical analysis of the topic area, ensuring that all requirements are met. Relevant theoretical issues should be addressed, and your discussion should demonstrate wide reading, not just references listed in this subject outline.* ***70%***	
3	**Conclusion** *Your concluding section should be linked logically to the body of the essay, and should not raise new issues.* **10%**	
4	**Presentation/Referencing etc** *Use the Harvard referencing system. Show a range of relevant references, including academic journal articles and books. Ensure your reference list only includes those references acknowledged within the body of your essay. Ensure that the essay contains correct spelling grammar, and is well presented.* **10%**	
Total	**Mark /100**	

BUS201 Introduction to International Business
Group report Semester 1, 2011

Report: Marking and Feedback Summary Sheet

Students: _____

Section	Grade	Comments
1	**Executive Summary** *A brief summary covering your entire report focusing on major problems/issues, recommended solutions and their implementation. List any assumptions made.* **10%**	
2	**Issues and Evaluation** *Analyse relevant issues, link to and integrate with theory* **40%**	
3	**Recommendations** *Recommend a solution based on the evaluation previously outlined. Justify your choice by explaining how it will address the major issues identified earlier.* **30%**	
4	**Implementation** *Explain how you will specifically implement the solution-who, when, what* **10%**	
5	**Presentation/Referencing etc** *Use the Harvard referencing system. Show a range of relevant references, including academic journal articles and books. Ensure your reference list only includes those references acknowledged within the body of your essay. Ensure that the report contains correct spelling grammar, and is well presented.* **10%**	
Total	**Mark /100**	

APPENDIX 1
STUDENT EVALUATION OF MEMBER PARTICIPATION

In order to encourage equal participation on the part of all group members, each group will complete and turn in an evaluation of the group member (only for the Major Project group reports and presentations). This evaluation will indicate the percentage of contribution of group members to the group's over-all performance. An evaluation must accompany each written research project. Use the following format:

Tutorial Instructor_____

Tutorial Group No_____ Date: _____

Group Project Name:_____Mark_____

Each student should give each group member (including themselves) a participation mark out of 100%. Individual marks are calculated by multiplying the paper grade by the percentage awarded by peers. For example, if Joe Black was awarded 90% for his contribution to the research project and his group received 36 out of 40 points for the project, Joe's individual mark would be 32.4%. Another student, awarded 100%, would receive 36 points.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example, 36 points). No student should receive 0% unless the student really did nothing to contribute to the completion of the project (for example, did not go to meetings, did not complete assigned tasks, and did not contribute to the conceptualisation of the project).

Student Name	**% Participation**	**Individual Mark**	**Signature**

In completing this form you should take into account:

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Co-operation with other team members
4. Quality of the individual's work

APPENDIX 2

Team Agreement/Group Project Formation

In order to encourage commitment on the part of all group members, each team member will sign this Team Agreement which defines how the group will operate during the conduct of the Group Project. Each member of the group is to sign below to indicate that they will abide by the conditions of the agreement as set out below.

Tutor Name_____ Group No:_____ Date: _____

Tutorial Time_____

Name_____

Student ID	Student Name	Email	Signature

1. Team Leader: _____ Mobile :_____
2. Manage Meetings: Time Required/When/Where/Frequency?

   _____

3. Measure Performance? – Meeting deadlines, grammar, etc_____

   _____

4. Team Goal(s)? HD, D, equal workload, attend all meetings, etc

_____

_____

5. Resolve problems/conflict/lack of co-operation/disruptive behaviour, etc?

_____

_____

6. Team Members Obligations (e.g. attend meetings on time; do all assignments on schedule; avoid personal conflict; allow free flow of ideas; listen to everyone; take personal responsibility for outcomes; inform people of decisions; make a file note after every meeting of future action steps and responsibility, help other team members to build their skills

_____

_____

7. How to share the workload?

_____

_____

8. Quality Audit? (e.g. grammar, referencing, meeting of assignment requirements, layout, etc)

_____