

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

BUS303
International Business Project

Semester 2, 2011

*Department of Marketing and
Management*

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

Year and Semester: Semester 2, 2011

Unit convenor: Julian Yim

Prerequisites: BUS301

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

- Unit description and credit points

This unit integrates the materials that are covered in BUS201 Introduction to International Business, BUS202 International Business Operations and BUS301 Business Policy and requires students to complete a major research project in International Business under the supervision of a faculty member. By the end of the unit students will gain a much better understanding of how to research and analyse an international business and industry as well as how the various concepts covered in previous units fit together. This unit is worth 3 Credit points.

- Unit rationale

By working on a group project on a real industry and companies, students will learn to apply what they have learned in previous courses as well as a range of tools and frameworks for conducting international business strategic analysis.

TEACHING STAFF

- Unit convenor and lecturer: Julian Yim (email Julian.yim@mq.edu.au)
- Lecturer: Brett White (email brett.white@optus.com.au)

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.

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

Consultation times:

- Julian Yim: By appointment in E4B 104.
- Brett White: By appointment in E4B 104.

CLASSES

- Number and length of classes: 12 x 3 hour group activity
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Please note that owing to the integral nature of the group work and limited capacity of the rooms it is not possible to switch between classes
- Students are required to attend all sessions unless excused. Attendance will be recorded and an attendance record of less than 80% may result in a deduction of marks for the course.

PRIZES

- A prize will be awarded for the student with the best final mark for the unit: http://www.businessandeconomics.mq.edu.au/undergraduate_degrees/prizes_scholarships

REQUIRED TEXT

- Fleisher, C. and Bensoussan, B. (2010), Business and Competitive Analysis: Effective Application of New and Classic Methods, Financial Times Prentice Hall Publishing, ISBN: 9780132161589

TECHNOLOGY USED AND REQUIRED

- The course will require students to access databases in the Library and on the Internet
- Internet access will be available via a wireless network in the classroom or via a computer in the computer lab
- Each group will need to bring at least one laptop with wireless connection
- All students will also be required to use Excel in the course. Any students who are not familiar with Excel should inform the course convenor.

UNIT WEB PAGE

- The web page for this unit can be found at learn.mq.edu.au

LEARNING OUTCOMES

- Identify and critically analyse key strategic issues facing a business.
- Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems.
- Make effective recommendations for resolving practical business strategic issues/problems.

GRADUATE CAPABILITIES

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 following graduate capabilities:

Critical, Analytical and Integrative Thinking
Problem Solving and Research Capability
Creative and Innovative
Effective Communication

TEACHING AND LEARNING STRATEGY

- The main teaching strategy will be through carrying out practical assignments in which students will work in a small group of 4-5 members to conduct a strategic analysis of a global business. This is a practical exercise, the aim of which is to show students what it is like to conduct a strategic analysis for a real global industry and company.
- Students are required to participate fully in all group work.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Students will work in groups consisting of 4-5 members on a group project. Groups will be assigned in week 1. Students will be asked to take on the role of a consultancy team which has been asked to prepare a report on: (1) the industry and (2) selected companies in the industry. Electronic copies of the reports should be uploaded on Turnitin and hardcopies handed to the lecturer by the due date. The unit will be assessed as follows:

| | Assessment Task 1 | Assessment Task 2 | Assessment Task 3 | Total |
|------------------------------------|--|---|--|--------------|
| Title/Name | Group proposal and plan | Mid-term report and presentation | Final report and presentation | |
| Description | 500-750 words written group report (details on unit website) | 4,000-5,000 word group report, 15 minute group presentation (details on unit website) | 3,000-3,500 word individual report, 20 minute group presentation (details on unit website) | |
| Due date | Week 4 beginning 22/8/2011 | Week 7 beginning 12/9/2011 | Week 15 beginning 7/11/2011 | |
| % Weighting | | 30% (20% written report, 5% presentation, 5% peer assessment) | 70% (50% written report, 10% presentation, 10% peer assessment) | |
| Grading method | Refer to unit website | Refer to unit website | Refer to unit website | |
| Submission method | Report to be submitted via Turnitin by 23:59 on day prior to class | Report to be submitted via Turnitin by 23:59 on day prior to class | Report to be submitted via Turnitin by 23:59 on day prior to class | |
| Feedback | Written feedback to be provided the following week | Written feedback to be provided the following week | | |
| Estimated student workload (hours) | 12 | 36 | 48 | 96 |

| | Assessment Task 1 | Assessment Task 2 | Assessment Task 3 | Total |
|--|--------------------------|--------------------------|--------------------------|--------------|
| Learning outcomes assessed | | | | |
| <i>Identify and critically analyse key strategic issues facing an industry and business.</i> | 10 | | | 10 |
| <i>Apply relevant strategy concepts, tools and techniques to resolve practical business strategic issues/problems.</i> | | 10 | 10 | 20 |
| <i>Make effective recommendations for resolving practical business strategic issues/problems.</i> | | | 20 | 20 |
| Graduate capabilities assessed | | 5 | | 5 |
| <i>Critical, Analytical and Integrative Thinking</i> | | | 10 | 10 |
| <i>Problem Solving and Research Capability</i> | | 5 | 10 | 15 |
| <i>Effective Communication</i> | | 5 | 10 | 15 |
| Total | 10 | 30 | 60 | 100 |

ASSESSMENT CRITERIA

Reports and presentations will be assessed as if they are submissions to a client in real life. Students will be assessed on their understanding of the international business policy issues; care, originality and initiative in the collection, analysis and interpretation of data; and strength of the arguments supporting the conclusions and recommendations. While advice will be available, students are expected to show a high degree of initiative and independent thinking in the project. **This is not a teacher-led class exercise in which there is a right or wrong answer to every question and neatly prepared data on every issue, just as is the case in real life business policy analysis. The purpose is to learn how to deal with such ambiguous business issues and practical problems such as locating relevant information and interpreting conflicting or missing data.**

Together with each report, each group must provide a statement of the contribution of each group member to each part of the assignment. This will be used to calculate individual marks for the course. In addition, each student will be individually assessed by other members of the group. Peer assessment criteria are shown on the unit website.

ATTENDANCE POLICY

- **Students are expected to attend all sessions unless excused.** Attendance will be recorded and an attendance record of less than 80% of classes may result in a deduction of marks for the course.
- **It is expected that all group members will contribute equally to group assignments and presentations.** Marks may be deducted for failure to participate fully in group work.

REFERENCING

- Where outside sources of information have been used, full references should be provided in the assignment, including date, volume, page numbers of any journal articles, books or book chapters and URLs of any websites e.g.

- Book:
 - Chen, S. (2004), *Strategic Management of E-Business 2e*, John Wiley & Sons: Chichester, UK
- Journal article:
 - Chen, S., Geluykens, R. and Choi, C.J. (2006), 'The importance of language in global teams: a linguistic perspective', *Management International Review*, 46 (6), 1-17.
- Book chapter:
 - Chen, S. (2007), 'Testing the Internationalization-Performance Relationship in Asian Service Firms', In *Research on Global Strategic Management: Regional Aspects of Multinationality and Performance*, Rugman, A. (ed.), Amsterdam: Elsevier, pp. 337-358.
- Conference proceedings:
 - Chen, S. (2007), 'The Benefits (or Not) of Clusters: Evidence from the United Kingdom', *Frontiers of Entrepreneurship Research 2007, Babson College*
- Online articles:
 - Chen, S. and Bouvain, P. (2008). 'Is Corporate Responsibility Converging? A Comparison of Corporate Responsibility Reporting in the USA, UK, Australia, and Germany', downloaded from *Journal of Business Ethics* website at <http://www.springerlink.com>

LATE SUBMISSION POLICIES

- Late assignments will only be marked where an extension has been granted. A penalty of 20% of the assignment mark will deducted for each day that the assignment is late, unless there are extraordinary circumstances such as documented illness or other unavoidable disruptions. In such event an 'Advice of Absence or Other Circumstances' form should be completed and submitted as soon as is practicable. The form may be obtained from the BESS office or downloaded from the Admin Central website: http://www.businessandconomics.mq.edu.au/current/undergraduate/admin_central/absences. (Please note that work or family commitments will not normally be acceptable excuses. The circumstances must be extraordinary and something

that could not have been reasonably predicted or avoided. Conditions are explained on the Admin Central website.)

- Work that is submitted late without prior written permission and without a completed advice of absence form will be not be marked. Students should keep a copy of all permissions given.
- The date and time recorded by Turnitin shall be used for the purposes of determining late submission penalties. As there are sometimes delays with the system, you are advised to submit early to avoid penalties.

EXAMINATIONS

There is no final examination for this unit.

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 GRADE DISTRIBUTION

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://senate.mq.edu.au/rules/Guidelines2003.doc> or

<http://senate.mq.edu.au/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 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.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.

Appendix 1. Course Timetable†

| Week | Week beginning | Topic and reading |
|------|----------------|---|
| 1 | 1/8/2011 | Industry analysis, chapter 6 |
| 2 | 8/8/2011 | Driving forces, chapter 20 |
| 3 | 15/8/2011 | Competitive positioning, chapter 7 |
| 4 | 22/8/2011 | Historiographical analysis, chapter 25; Events and timeline analysis, chapter 21 GROUP PROPOSAL AND PLAN DUE |
| 5 | 29/8/2011 | Critical success factors, chapter 18 |
| 6 | 5/9/2011 | Business models, chapter 8 |
| 7 | 12/9/2011 | INDUSTRY ANALYSIS AND PRESENTATION DUE |
| 8 | 19/9/2011 | BREAK |
| 9 | 26/9/2011 | BREAK |
| 10 | 3/10/2011 | PUBLIC HOLIDAY |
| 11 | 10/10/2011 | Diversification and Country risk analysis, chapter 19 |
| 12 | 17/10/2011 | Cash flow analysis, chapter 27 |
| 13 | 24/10/2011 | Statistical analysis, chapter 26 |
| 14 | 31/10/2011 | Hypothesis testing, chapter 28 |
| 15 | 7/11/2011 | COMPETITOR ANALYSES AND PRESENTATION DUE |

† Dates and order of topics subject to change – please refer to unit website for latest information