

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

BUS304
International Study Tour

Semester 2, 2011

Department of Marketing and Management

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

Year and Semester: 2011 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

Field Trip Coordinator:

The field trip to China will be coordinated by Mr. Tim Lyons from Manage China. Mr. Lyons and his staff will be in charge of day-to-day arrangement of business visits during the field trip period.

In addition, a guest lecturer, Monica Ren, will present a seminar in Week 2.

CONSULTATION TIMES

The Convenor will be operating consultation hours on Wednesdays from 2:00pm to 4:00pm. Students are most welcome to visit her during these consultation hours. Consultations with the guest lecturers are available via email, which could be obtained from the unit convenor.

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

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

CLASSES

Classes in this unit will include two main components: a seminar series in the first half of the semester and a two-week field trip to China during the mid-semester break from 18th Sep. to 3rd Oct. There will be no lectures after the field trip except for two student presentation sessions in Week 12 and Week 13.

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 teaching staff and the second 1.5 hours will be used for group/class discussion, and on some occasions, making logistic arrangement for the field trip. In some weeks, seminar presentations and class discussion could be carried out at the same time.

The field trip to China will involve 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 or a sector. 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 group projects, which is one of the key assessment components. Two presentation sessions are scheduled in Week 12 and Week 13. Students will make group presentations based on their group projects. 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. iLectures will also be available on Blackboard.

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

LEARNING OUTCOMES

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

1. critically reflect on various aspects in the literature and information on China and Chinese business environments based on their own experience and observations during the field trip;
2. develop an interest in the sector/company in China on which they have prepared a case study as part of assessment;
3. Identify relevant theory and concepts learnt in the seminar series and in other units and apply them in the case studies;
4. recognise cultural differences between Australia and China and demonstrate cross-cultural awareness in understanding business practice; and

5. 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 environments 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;
- Social problems in contemporary Chinese society; 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:

1. Critical, analytical and integrative thinking
2. Research and problem solving capability
3. Effective communication
4. Creative and innovative
5. Capable of professional and personal judgement and initiative
6. 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, a 16-day field trip to China during the mid-semester break period, and two student presentation sessions. 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 environments 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 2 and page 3, a list of seminar topics and provisional activities on the field trip are outlined below:

Seminar Series

Week	Date	Seminar Topics	Lecturer	Notes
1	3 Aug.	Introduction – Doing business in China	Tim Lyons Fei Guo	<i>Introduction, group formation, field trip preparation</i>
2	10 Aug.	Foreign Direct Investment (FDI) in China	Monica Ren Fei Guo	
3	17 Aug.	China's international relations: past, present and future	Fei Guo	<i>Individual essay topic given</i>
4	24 Aug.	Demographic changes and labour market in China	Fei Guo	
5	31 Aug.	The factory of the world – manufacturing sector in China	Fei Guo	
6	7 Sep.	Australian exports to China and Australian business operation in China	Fei Guo	<i>Group project instruction given</i>
7	14 Sep.	Consumer markets in China	Fei Guo	<i>Individual essay due – Turnitin and hardcopy; final preparation for field trip.</i>
	18 Sep. – 3 Oct.	Field trip to China	Fei Guo	<i>See next page for details</i>
12	2 Nov.	Group project presentations (1)	Fei Guo	<i>Group Project due – Turnitin and hardcopy</i>
13	9 Nov.	Group project presentations (2) Conclusion and unit evaluation	Fei Guo	

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

Day	Date	Provisional Activities*	Notes
1	18 Sep Sun.	Departing Sydney for Shanghai	Arriving in Shanghai late night, Check-in hotel
2	19 Sep Mon.	Morning – half-day city tour Afternoon – visit Volkswagen	Multinational company
3	20 Sep Tue.	Morning – visit OpHedge Afternoon – visit Fudan University	Service provider to hedge fund management companies Macquarie partner university
4	21 Sep Wed.	Morning - visit Just Beer Afternoon – visit Saicheng	Fosters - Australia small business operation in China Joint venture between the Australia Post and the China Post
5	22 Sep Thu.	Morning - visit Auscham Afternoon - visit Huawei	Australian Chamber of Commerce in Shanghai IT, high-tech telecommunication
6	23 Sep Fri.	Visit Suzhou Industrial Park (SIP)	A day to trip to Suzhou city
7	24 Sep Sat.	A day of leisure - Free Time	
8	25 Sep Sun.	Morning – Free time Mid-day – Flight from Shanghai to Beijing	Arriving in Beijing, check-in hotel
9	26 Sep Mon.	Morning – visit Tsinghua University Afternoon – Visit Dragonseal Winery	The top university in China Wine maker
10	27 Sep Tue.	Morning – visit Lenovo Afternoon – visit Baidu	PC manufacturer Web search engine company
11	28 Sep Wed.	Morning – visit Austrade Afternoon – City tour	Australian trade commission Forbidden City and Tiananmen Square <i>etc.</i>
12	29 Sep Thur.	Morning – visit a migrant children school Afternoon – TBA	School for non-locals; understanding China's social problems

13	30 Sep Fri.	Visit a village in countryside	A day trip to countryside
14	1 Oct Sat.	A day of leisure - visit the Great Wall	<i>National holiday in China</i>
15	2 Oct Sun.	Morning – Free time Mid-day – Flight to Sydney	<i>National holiday in China</i>
16	3 Oct Mon.	Arrive in Sydney	<i>Hooray!!</i>

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

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Unit Assessment

Assessment for this unit consists of three components:

- (1) A 2,000-word individual essay based on recommended readings and seminars prior to the field trip.
- (2) A 6,000-word group project report and presentation based on experience of the field trip to China. Three students are to be formed as one group. If a student is unable to team up with other students, she/he could choose to complete a project report on his/her own. In the group project report, students are expected to demonstrate their first-hand knowledge about China and the 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 the group will be awarded the same marks for the group project component (both report and presentation) unless all members of the group agree to award individual members different marks according to the contributions made by individual members.
- (3) Students are required to actively participate in all activities scheduled for the field trip. Students will be assessed by a number of criteria, including punctual arrivals at all business visits, full participation in all activities, contribution to group discussions and engagement with business hosts, demonstration of positive attitude toward learning, and demonstration of cultural sensitivity on all occasions.

There is no final examination for this unit.

The weighting given to the various assessment tasks will be:

- **Individual Essay** (20%)
- **Fieldtrip participation** (20%)
- **Group Project Report** (50%)
- **Group Presentation** (10%)

	Assessment Task 1	Assessment Task 2	Assessment Task 3
Title/Name	Essay	Field Trip Participation	Group Project and Presentation
Description (including length or similar if applicable)	2,000-word individual essay based on the materials covered in the seminar series.	Active participation in all field trip activities in China	6,000-word group project and oral presentation
Due date	14 th Sep.	18 th Sep to 3 rd Oct.	2 nd Nov.
% Weighting	20%	20%	60%
Grading method - marking criteria/ standards - expectations in relation to presentation - referencing requirements	Relevance to the topic; understanding of literature about China and Chinese business environment; clarity; and proper referencing format	Active participation in all field trip activities - punctual arrival at all business visits; contribution to group discussion and engagement with hosts; positive attitude toward learning; and demonstration of cultural sensitivity.	Relevance; clarity; breadth and depth of research and analysis; and effectiveness of the presentation. All members of the group are expected to contribute. All members of the group will be awarded the same marks unless agreed otherwise.
Submission method	Both Turnitin and hardcopy		Both Turnitin and hardcopy
Feedback (type, method, date)	Written feedback, after the field trip.	Daily basis during the field trip period	Written feedback after Week 13, and oral feedback at the times of student presentation.
Estimated student workload (hours)	8 to 10 hours	Two weeks	20 to 30 hours
Learning outcomes assessed			
	1	X	X
	2		X
	3	X	X
	4		X
	5	X	X
Graduate capabilities assessed			
	1	X	X
	2	X	X
	3		X
	4	X	X
	5		X
	6	X	X

Please note that students are expected to attend all seminars and participate in full length of the field trip. Although seminar attendance is not formally assessed, satisfactory attendance in seminars may be used to determine a marginal grade.

Individual essay and group project report given and due dates are presented on page 5. The hardcopy of the essay and group project reports are to be handed in to the Convenor in class on specified dates, and at the same time, the softcopy of the essay and group project report are to be submitted to Turnitin via Blackboard. The hardcopy of the essay and group project report 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.

There is no final examination in 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 GRADING

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 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.