

International Business

BUSS 5251 Study Period 1 - 2016

External - Online

Introduction

Welcome

This document sets out important information concerning your course. Please read it carefully.

LearnOnline Site

Please refer to the course LearnOnline site for other information to assist you with your studies. The link to the Learnonline site is shown under the "Learning Resources – LearnOnline course site" heading below.

Points of Contact

Your primary point of contact for all information about the course including course content, teaching arrangements, course materials, assessment requirements, and grades, is the Course Facilitator. The Facilitator's contact details are shown below.

Other contacts which you may use from time to time are also shown below, however you should refer all issues concerning your participation in this course to the Course Facilitator in the first instance.

If leaving a phone message or email, please allow at least one working day for staff to respond.

Course Teaching Staff

Coordinator:	Dr Ian Cook
Location:	School of Management
Email:	Ian.Cook@unisa.edu.au
Staff Home Page:	people.unisa.edu.au/Ian.Cook

* Please refer to your Course homepage for the most up to date list of course teaching staff.

School Contact Details

School of Commerce

Physical Address:	Level 2, Room 57, Way Lee Building (WL) 37-44 North Terrace City West Adelaide 5000
Postal Address:	GPO Box 2471 Adelaide 5001
School Phone:	+61 8 8302 9047
School Email:	cmr.enquiries@unisa.edu.au
School Website:	http://www.unisabusinessschool.edu.au/commerce/

Course Overview

Prerequisite(s)

There are no prerequisite courses to be completed before this course can be undertaken.

Corequisite(s)

There are no corequisite courses to be completed in conjunction with this course.

Course Aim

This course provides students with theoretical and practical knowledge of the operation of business in the international arena, and explores its impact on organisational management and leadership, business strategy, and business conduct. The course considers the role of regulatory bodies and the influence of key societal and other factors on international business activities, examines current debates, theories and practices in the field of international business, and provides students with skills to analyse and apply micro and macro aspects of global business to organisational management .

Students completing the course develop a body of knowledge that:

- Contributes to a comprehensive and integrated application of international business principles to recent developments in the field of senior organisational management and leadership in international business environments.
- Provides a pathway for further learning.

Course Objectives

On completion of this course, students should be able to:

CO1. Acquire a body of knowledge of, and critically reflect on, theoretical and practice-based principles of international business and the impacts these have on organisational management and leadership.

CO2. Critically assess and evaluate the role of regulatory bodies and the influence of key societal and other contextual factors on international business activities, and the current debates, theories and practices in the field of international business.

CO3. Apply international business principles to organisational management and leadership in international business environments.

Upon completion of this course, students will have achieved the following combination of Graduate Qualities and Course Objectives:

	Graduate Qualities being assessed through the course						
	GQ1	GQ2	GQ3	GQ4	GQ5	GQ6	GQ7
CO1	•	•	•	•	•		•
CO2	•	•	•	•	•		•
CO3	•	•	•	•	•	•	•

Graduate Qualities

A graduate of UniSA:

GQ1. operates effectively with and upon a body of knowledge of sufficient depth to begin professional practice

GQ2. is prepared for life-long learning in pursuit of personal development and excellence in professional practice

GQ3. is an effective problem solver, capable of applying logical, critical, and creative thinking to a range of problems

GQ4. can work both autonomously and collaboratively as a professional

GQ5. is committed to ethical action and social responsibility as a professional and citizen

GQ6. communicates effectively in professional practice and as a member of the community

GQ7. demonstrates international perspectives as a professional and as a citizen

Course Content

Topics covered in this course include:

- Globalisation and International Business
- Ethical issues in managing international operations
- Cultural competency, cross-cultural communication and International Business negotiations
- The International Business environment
- International Trade and Investment theories
- Assessing International Business opportunities and risks
- Internationalisation of business
- Bilateral, Regional and Multilateral Trading Agreements
- Managing International Business strategy and structure
- People issues in international business.

Teaching and Learning Arrangements

External
(Asynchronous and
Synchronous Online
Discussion) 30 hours equiv.

Unit Value

4.5 units

Additional assessment requirements

Students are normally expected to attend a minimum of 80% of the seminars scheduled for the course.

Students enrolled in courses delivered online are normally expected to participate in a minimum of 80% of the compulsory online discussion forums scheduled for the course.

To obtain an overall pass grade for the course students must normally achieve at least 50% for the sum of the individually assessed components of the course.

Further Course Information

Assignment protocols – collection and use of data

Assignments on your own workplace

If you do a major assignment for this course on your own workplace, you must seek permission from your employer prior to commencing the assignment.

A copy of the assignment cannot be given to any party other than your employer unless your employer agrees in writing for this to be done.

If a copy of the assignment is provided to your employer, or to any other party beyond course assessment purposes, all reference to UniSA, the program of study, and the course itself, must first be removed from the report. The report must not be presented as a UniSA report or be linked to UniSA in any way.

Assignments on other businesses or settings

If you do a major assignment for this course on an organisation or situation other than your own organisation and, in doing so, you intend to gather information that is not otherwise publically available, you must:

- (1) Discuss your proposed assignment with your Course Facilitator prior to commencing any work on it.
- (2) Give the party providing you with information a written statement of disclosure setting out:
 - a) The capacity in which you are acting; this will usually be 'I am seeking information in my capacity as a student undertaking university studies'.
 - b) The purpose for which the information will be used; usually 'The information will be used as part of a university course report to be submitted for assessment'.
 - c) Who will receive a copy of the report; normally this will be 'The report will not be used for any other purpose other than for university course assessment'.
 - d) There may be instances where the report might be provided to another party, such as an organisation that is the focus of the assignment i.e.: 'The report will be used for university course assessment and will be provided to XYZ'.
 - e) Confidentiality and anonymity protocols: normally this will be 'Information will not be requested that is personal to you and no references will be included in the report that could directly or knowingly identify you as the source of information'.
 - f) The name and contact details of the School of Commerce Academic Integrity Officer with an invitation for the person to contact the AI Officer if any matters of concern arise: 'If you have any concerns with the gathering or use of information please contact the School of Commerce Academic Integrity Officer, Ms Sue McGowan: phone (08) 8302 0612, email: susan.mcgowan@unisa.edu.au'.

A copy of your proposed statement of disclosure must be provided to, and approved by, your course facilitator prior to your proceeding with the assignment.

Where a report is provided to another party beyond course assessment purposes, all reference to UniSA, the program of study, and the course itself, must first be removed from the report. The report must not be presented as a UniSA report or be linked to UniSA in any way.

Learning Resources

Textbook(s)

You will need continual access to the following text(s) to complete this course. The library does not hold multiple copies of the nominated text books. It is strongly recommended that you purchase the book(s).

Hill, CWL 2014, *International business: competing in the global marketplace*, 10th edn, McGraw-Hill, New York, NY.

Reference(s)

- Buckley, P & Casson, M 2009, 'The internationalisation theory of the multinational enterprise: a review of the progress of a research agenda after 30 years', *Journal of International Business Studies*, vol. 40, no. 9, pp. 1563-1580.
- Cavusgil, ST & Knight, G 2015, 'The born-global firm: An entrepreneurial and capabilities perspective on early and rapid internationalization', *Journal of International Business Studies*, vol. 46, pp. 3-16.
- Czinkota, M & Ronkainen, I 2005, 'A forecast of globalization, international business and trade: report from a Delphi study', *Journal of World Business*, vol. 40, no. 2, pp. 111-123.
- Ghuri, P & Usunier, J 1999, *International business negotiations*, Elsevier Science, Oxford.
- Johanson, J & Vahlne, J-E 2009, 'The Uppsala internationalization process model revisited: from liability to foreignness to liability of outsidership', *Journal of International Business Studies*, vol. 40, no. 9, pp. 1411-1431.
- Khakhar, P & Rammal, H 2013, 'Culture and business networks: international business negotiations with Arab managers', *International Business Review*, vol. 22, no. 3, pp. 578-590.
- McSweeney, B 2002, 'Hofstede's model of national cultural differences and their consequences: a triumph of faith – a failure of analysis', *Human Relations*, vol. 55, no. 1, pp. 89-118.
- Shenkar, O 2004, 'One more time: international business in a global economy', *Journal of International Business Studies*, vol. 35, no. 2, pp. 161-171.
- Tian, X 2007, *Managing international business in China*, Cambridge University Press, New York, NY.
- Zahra, S 2011 'Doing research in the (new) Middle East: sailing with the wind', *The Academy of Management Perspectives*, vol. 25, no. 4, pp. 6-21.

JOURNALS

Journal of International Business Studies
Journal of World Business
Global Strategy Journal
International Business Review
Management International Review
Journal of International Management
International Marketing Review

Materials dispatch

Course Materials will be available via the LearnOnline course page.

Materials to be accessed online

learnonline course site

All other course related materials can be accessed through your learn**online** course site which you will be able to access from the my Courses section in myUniSA.

myUniSA

Assessment

Assessment Details

Details of assessment submission and return are listed under each assessment task. Assessment tasks will be returned to you within two to three weeks of submission.

If the Course Coordinator allows submissions in hard copy format, you will be required to attach an Assignment Cover Sheet which is available on the [learnonline student help](#) and in myUniSA.

Assessment Summary

#	Form of assessment	Length	Duration	Weighting	Due date (Adelaide Time)	Submit via	Objectives being assessed
1	Individual weekly contribution to seminar topic discussion and questions	1200 words total	N/A	20%	See <i>assessment activities for details</i>	See <i>assessment activities for details</i>	CO1, CO2
2	Written synthesis/ evaluation of key issues in designated week	1000	N/A	10%	to be allocated by course facilitator	learnonline	CO1, CO2
3	Group Assignment: Case Study Report and Presentation	3000 words	N/A	30%	28 Feb 2016, 11:59 PM	learnonline	CO1, CO2
4	Individual assignment: Global Market Opportunities	2500 words	N/A	40%	20 Mar 2016, 11:59 PM	learnonline	CO1, CO2, CO3

Feedback proformas

The feedback proforma is available on your **learnonline** course site. It can be accessed via the Feedback Form link in the Course Essentials block.

Assessments

Assessment #1 - Individual weekly contribution to seminar topic discussion and questions

Assessment Activities

Name	Sub-weighting	Due date (Adelaide Time)	Submit via
Individual weekly contribution to seminar topic discussion and questions	All activities equally weighted	schedule to be provided on learnonline site	learnonline
Individual weekly contribution to seminar topic discussion and questions	All activities equally weighted	schedule to be provided on learnonline site	learnonline
Individual weekly contribution to seminar topic discussion and questions	All activities equally weighted	schedule to be provided on learnonline site	learnonline
Individual weekly contribution to seminar topic discussion and questions	All activities equally weighted	schedule to be provided on learnonline site	learnonline
Individual weekly contribution to seminar topic discussion and questions	All activities equally weighted	schedule to be provided on learnonline site	learnonline
Individual weekly contribution to seminar topic discussion and questions	All activities equally weighted	schedule to be provided on learnonline site	learnonline

You are provided with a question for each topic . The questions are shown on the course Learnonline site.

By the week **ending on Sunday** for each topics, you must post your answers to the question in the online seminar room.

In your answers you should aim to:

- Relate to the principles, concepts and terms used in the Topic.
- Try to pose additional or alternative views to those already posted by other students.
- Cite an example of the situation, problem or solution from your work place, experience or what you have seen in the media recently to further illuminate the key issues.

You will be assessed on the extent to which to have addressed these points.

Your answer for each question should be in the 300-600 word range.

By the following Tuesday you must also submit a response in the seminar room to at least one other student's answer for each of the topics in the course. You may respond to more and you are encouraged to actively engage in seminar room discussions with other students over all of the topics and with as many other students as possible.

In your response, you should seek to elaborate on the other student's post, provide additional insight and alternate perspectives, and draw on your own experience to add to the points the other student has raised.

You will be assessed on the extent to which to have addressed these points.

Your response should be in the 200-300 word range.

Your answers to the topic questions and participation via responding to other student posts, will be marked progressively during the course.

Late submissions in any week will not be awarded a mark.

Assessment #2 - Written synthesis/evaluation of key issues in designated week (Graded)

Each student will be asked once during the study period to submit a synopsis of the points raised in the answers to the topic's question and in doing this summarise the main conclusions and lessons.

The Course Facilitator will nominate students for each topic and set out the schedule for this soon after the start of the course.

For your Synopsis on the topic's answers you should give information about:

- what were the main issues, points and arguments raised
- what were the limitations of the postings
- your analysis of the issues raised in the set of postings, and
- explain, using course principles and content, the strengths and weaknesses of your own answer to the topic question.

Word count - about 1,000 words.

Assessment #3 - Group Assignment: Case Study Report and Presentation (Graded)

You will be divided into teams to work on a case study. Team allocation will be determined by the Course Facilitator.

Each team is assigned to work on one of the following cases (from the textbook):

- **Disaster in Bangladesh: The Collapse of the Rana Plaza Building (pp. 151-153)**
- **Logitech (pp. 292-293)**
- **The Rise of the Indian Automobile Industry (pp. 291-292)**
- **IKEA in 2013 (pp. 477-483)**
- **General Electric's Joint Ventures (pp. 483-484)**
- **MMC China (pp. 591-592)**

Your task is to prepare a 3000 word report and a PowerPoint presentation

Your report will involve a comprehensive analysis in which the team will be expected to identify the key issue(s), evaluate and recommend. It is essential that your team present an in-depth diagnosis and recommend a realistic, workable plan of action. You are also required to submit a PowerPoint presentation of your report. The PowerPoint should mention the key points of the report and should have no more than 12 slides.

The report should demonstrate a systematic analysis of the case background and context, appropriately incorporate theories and concepts from the class-discussions and course readings, demonstrate depth of analysis, and propose specific, actionable recommendations. Information and figures presented in the case study should be updated from other sources such as the internet.

In planning your report, your team should assume the role of a group of management consultants presenting their findings to the company's Chief Executive Officer (CEO) or executives of the relevant body. On completion of reading your report, the reader should: (a) have a clear action agenda, and (b) equally importantly, know precisely what commitments to make to their superiors and/or what directives to give during the next management meeting.

You are not required to answer the questions provided at the end of the case study in the textbook. The case is to be used for the information and the focus is on writing a management report.

Please do not include unnecessary pictures in your report as such items can substantially increase the size of your file.

Details of the composition of teams and the allocated case studies for each team will be posted to the course site during the first few weeks of the course.

Assessment #4 - Individual assignment: Global Market Opportunities (Graded)

The Country-based Global Market Opportunities Project aims to integrate all learning from the course and to evaluate your ability to apply them to your current and future work.

The Process

Step 1: Select a company with the intention to expand into a specific country (this must be a different country than the one analysed in the group-based case study).

Step 2: If you are planning to use information that is NOT publicly available (such as company memos), then you are expected to obtain approval from the company and/or public agencies concerned. You CAN also select a company that has sufficient amount of public information available and would therefore not require interviews. This case data needs to be collected from real sources; that is data from text book on companies/countries should not be used for this purpose. Up to date information and data can be found on the Internet, from government and supranational organisations.

Step 3: Write a report to describe and justify your proposal to expand existing operations in the chosen country.

Word limit is 2500 words (excluding title page; executive summary; table of contents; reference list; and possible appendices).

Your report should include:

- a description of the company;
- a description of the nature of the expansion;
- an analysis of the business environment, and business and management practices of the country concerned, using tools covered in the course; and
- specific actions to implement the expansion, with justifications based on relevant theories, concepts and analytical tools covered in this course.

In undertaking this Project, students are advised to collect at least the following information:

The Company / New Business

- Company name
- Address
- Industry
- Form of ownership, e.g. publicly-listed; family-owned
- Nationality, e.g. Australian-owned
- Total number of employees currently employed

The Country Chosen

- General description, e.g. name, geographical location, political system and stages of economic development.
- Key issues which may influence the proposed expansion, including:
 - The status of the country concerned in the international trading and financial systems;
 - Opportunities and risks offered;
 - Internationalisation potential of the company;
 - People issues in the country concerned.

Specific Actions to Implement International Expansion

- Nature of the expansion / business initiatives, e.g. business objectives, ownership, and industry clustering.
- Resources needed from home and host countries and strategies to obtain them, e.g. financial facilities, raw materials, labour supply and technology.
- International business strategy and structure, e.g. strategy to be pursued, structure of the local operation, and relationship with parent company or headquarters.
- Management policies and practices.
- Finance for the new international expansion/business initiative.
- Activity schedule, i.e. action with specific time frame.

Please do not include unnecessary pictures in your report as such items can substantially increase the size of your file.

Exam arrangements

This course does not have an examination.

Supplementary Assessment

Supplementary assessment or examination is available to students under the following conditions only if the school board or delegated committee reasonably expects that the student could achieve a supplementary pass in the course:

1. Students undertaking a full-time load of 13.5 units or more per study period will require a Grade Point Average (GPA) of 2.80 or greater for studies undertaken in the six months immediately preceding and relevant to the academic review period.
2. UniSA may use discretion in applying the GPA requirement to students who have undertaken less than 13.5 units per study period in the six months immediately preceding and relevant to the academic review period. Supplementary assessment will not be awarded to a student who has failed greater than 50% of the course load attempted in the six months immediately preceding and relevant to the academic review period.
3. The student must have received a final grade of F1 (Fail Level 1) in the course.
4. The student may be awarded supplementary assessment or examination in a maximum of two courses in a study period, provided that student has passed at least one course in the six months immediately preceding and relevant to the academic review period.
5. Supplementary assessment or examination will not be awarded for a final grade of Fail Level 2 (F2), unless the student is undertaking the final courses of their program.
6. Specific arrangements for supplementary assessment or examination may be made for a student who is undertaking the final courses of their program, whether or not the courses are approved for supplementary assessment or examination. A student is defined to be undertaking the final courses of their program if they have nine or fewer units remaining to complete the program.

More information about supplementary assessment may be found by consulting the relevant policy: <http://w3.unisa.edu.au/policies/manual/default.asp> (section 7)

Important information about all assessment

All students must adhere to the University of South Australia's policies about assessment: <http://w3.unisa.edu.au/policies/manual/default.asp>.

Students with disabilities or medical conditions

Students with disabilities may be entitled to a variation or modification to standard assessment arrangements.

Information for students with disabilities is available at: <http://www.unisa.edu.au/disabilityservices/support/default.asp>.

Variations to assessment tasks

Variation to assessment methods, tasks and timelines can be provided in:

Unexpected or exceptional circumstances, for example bereavement, unexpected illness (details of unexpected or exceptional circumstances for which variation can be considered are discussed in clauses 7.8 - 7.10 of the Assessment Policy and Procedures Manual). Variation to assessment in unexpected or exceptional circumstances should be discussed with your course coordinator as soon as possible.

Special circumstances, for example religious observance grounds, or community services (details of special

circumstances for which variation can be considered are discussed in clause 7.11 of the Assessment Policy and Procedures Manual). Variations to assessment in expected circumstances must be requested within the first two weeks of the course (or equivalent for accelerated or intensive teaching).

More information about variation to assessment may be found by consulting the relevant policy: <http://w3.unisa.edu.au/policies/manual/default.asp>(section 7).

Marking process

The University policy and procedures are in the current Assessment Policies and Procedures Manual, which can be found at: <http://w3.unisa.edu.au/policies/manual/default.asp>

All grades are provisional until confirmed by the Board of Examiners.

Late Submission Penalties

The Policy of the University of South Australia Business School will be applied to any late submissions. A standard penalty of 10% a day will be deducted from the total available mark for the assignment, for up to 7 calendar days. After 7 calendar days the assignment will no longer be accepted.

Academic Integrity

UniSA is committed to fostering and preserving the scholarly values of curiosity, experimentation, critical appraisal and integrity. Students are expected to demonstrate the highest standards of academic integrity.

Academic integrity is a term used at university to describe honest behaviour as it relates to all academic work (for example papers written by staff, student assignments, conduct in exams, etc) and is the foundation of university life. One of the main principles is respecting other people's ideas and not claiming them as your own. Anyone found to have used another person's ideas without proper acknowledgement is deemed guilty of Academic Misconduct and the University considers this to be a serious matter.

The University of South Australia wants its students to display academic integrity so that its degrees are earned honestly and are trusted and valued by its students and their employers. To ensure this happens and that students adhere to high standards of academic integrity and honesty at all times, the University has policies and procedures in place to promote academic integrity and manage academic misconduct for all students. Work submitted electronically by students for assessment will be tested using the text comparison software Turnitin <http://www.turnitin.com>.

More information about academic integrity and what constitutes academic misconduct can be found in Section 9 of the Assessment Policies and Procedures Manual (APPM) at: <http://w3.unisa.edu.au/policies/manual/> or on the Academic Integrity Module website at: <https://lo.unisa.edu.au/mod/book/view.php?id=252142>

Submission and return of assessment tasks

See above under Assessment details.

Action from previous evaluations

You will be asked to provide anonymous feedback regarding all aspects of your course. Your honest, constructive feedback allows the University to improve the teaching and learning environment as well as outcomes for all concerned.

If you have a complaint or grievance regarding academic programs, decisions of committees and administrative operations or individual staff members, please refer to the following website for the procedures for the resolution of student grievances: <http://www.unisa.edu.au/policies/policies/corporate/C17.asp>

The University will take all reasonable steps to resolve student complaints in an expeditious and satisfactory manner in all matters.

Conceded and Terminating Passes

Conceded and Terminating passes are not available in this course.

Further Assessment Information

Supplementary Assessment

Supplementary assessment may be offered where a student:

- Receives an overall grade for the course of F1 in the range of 40-49% and also achieves a grade of P2 or higher for the total of the individual components of the course, or
- Receives a grade of F1 in the range of 40-49% for the total of the individual assessment tasks and also achieves an overall grade for the course of P2 or higher.

In these circumstances, supplementary assessment will normally only be offered providing a student has submitted all assignment tasks by the due date.

The supplementary assessment due date or supplementary exam date is not subject to negotiation.

Students are limited to a maximum of 2 supplementary assessments in the MBA program, including the nested Graduate Certificate and Graduate Diploma programs.

Referencing

You are required to use the Harvard Referencing system. Please refer to the Referencing LearnOnline site: <http://resource.unisa.edu.au/course/view.php?id=1572>

Marking Criteria

Please refer to Assessment Feedback Forms for a guide on the marking criteria.

Group Work

When a group of students work collaboratively on a task or an assignment that is graded as part of the course assessment, it is a requirement that each student in the group report on his/her perception of the contribution of others in the group, via the Peer Assessment Form available at: http://resource.unisa.edu.au/file.php/930/Group_Assignment_Peer_Assessment.docx. A poor contribution by any member, as reported by other members, may result in a reduced grade for that member.

Final Grades

Final grades for this course will normally be made available via the MyUniSA portal within three weeks of final assessment.

Course Calendar

Study Period 1 - 2016

Weeks		Topic	Assessment Details (Adelaide Time)
1	11 - 17 January	Topic 1: Globalisation and International Business (Chapters 1 & 5)	
2	18 - 24 January	Topic 2: Managing International Business Negotiations (Chapter 4)	
3	25 - 31 January	Topic 3: International Business Environment - Trade Theories (Chapters 6 & 7)	
4	01 - 07 February	Topic 3: International Business Environment - Regionalization (Chapter 9)	
5	08 - 14 February	Topic 4: Assessing IB Opportunities & Risks (Chapters 2 & 3)	
6	15 - 21 February	Topic 5: Managing IB Strategy & Structure (Chapters 13 & 14)	
7	22 - 28 February	GROUP ASSIGNMENT DUE	Group Assignment: Case Study Report and Presentation due 28 Feb 2016, 11:59 PM
8	29 February - 06 March	Topic 6: Internationalisation of Business (Chapter 15)	
9	07 - 13 March	Topic 7: People Issues in International Business - Expatriation (Chapter 19)	
10	14 - 20 March	Topic 7: People Issues in International Business - Country-level Differences (Chapter 19)	Individual assignment: Global Market Opportunities due 20 Mar 2016, 11:59 PM