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Unit convenor and lecturer: Dr. Robert Jack

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

BUS201 is a 3 credit point unit.

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

<table>
<thead>
<tr>
<th>NAME</th>
<th>ROLE</th>
<th>ROOM NO.</th>
<th>EXT.</th>
<th>EMAIL ADDRESS</th>
<th>CONSULTING TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Robert Jack</td>
<td>Lecturer &amp;</td>
<td>E4A</td>
<td>643</td>
<td><a href="mailto:rob.jack@mq.edu.au">rob.jack@mq.edu.au</a></td>
<td>Mon 12-1400</td>
</tr>
<tr>
<td></td>
<td>Convenor</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr. Murray Taylor</td>
<td>Tutor</td>
<td>TBC</td>
<td>TBC</td>
<td><a href="mailto:murray.r.taylor@gmail.com">murray.r.taylor@gmail.com</a></td>
<td>Mon 15-1600</td>
</tr>
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CLASSES

<table>
<thead>
<tr>
<th>LECTURE TIMES</th>
<th>LECTURE ROOM</th>
<th>TUTORIALS</th>
<th>TUTORIAL ROOMS</th>
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<tr>
<td>1600-1800</td>
<td>C5C T1</td>
<td>1200-1300</td>
<td>W5A 105</td>
</tr>
<tr>
<td>1800-2000</td>
<td>E7B T3</td>
<td>1300-1400</td>
<td>W5A 105</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1400-1500</td>
<td>W5C 220</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1500-1600</td>
<td>W5C 220</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2000-2100</td>
<td>E7B 163</td>
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</table>

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

UNIT WEB PAGE

Course materials will be available on Blackboard. http://learn.mq.edu.au
LEARNING OBJECTIVES AND OUTCOMES

This unit will provide the theoretical foundation for the BIB Degree. Subsequent 300-level BUS course units will allow further in-depth study of many of the topics introduced here. Group work will allow students to interact positively, and presentations will further the development of essential business communication skills.

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 students’ generic skills in a range of areas. One of the aims of this unit is that students develop skills in the following:
- working in teams
- creative thinking skills
- communication skills

TEACHING AND LEARNING STRATEGY

This unit is taught using lectures and “applications lectures” (whole-of-class tutorials). 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 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”.

REQUIRED TEXT

Other references - TEXTBOOKS


The texts listed above are the latest editions. Earlier editions of each may be more easily available for borrowing or use in the library.

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 Executive
- Academy of Management Review
- Asia Pacific Journal of Management
- Columbia Journal of World Business
- Cross Cultural Management
- Harvard Business Review
- International Journal of Human Resource Management
- International Business Review
- Journal of Asia Business
- Journal of International Business Studies
- Journal of International Management
- Journal of Management Development
- Journal of World Business
- Management International Review
- Sloan Management 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:

- *Asia Business Week*
- *Business Week (Asian edition)*
- *Far Eastern Economic Review*
- *Fortune*
- *The Asian Wall Street Journal*
- *The Economist*

Other references - USEFUL WEBSITES

- International business news:
  - orthodox views:
    - The Economist - [http://www.economist.com](http://www.economist.com) (some parts available only on subscription)
  - alternative views:
    - New Internationalist - [http://www.newint.org](http://www.newint.org)
<table>
<thead>
<tr>
<th>Date</th>
<th>Lecture topics</th>
<th>Tutorial activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Part 1 – Introductory theoretical concepts</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Week 1     | **Topic 1 – Introduction**  
Explanation of unit outline & course expectations  
The implications of globalisation  
*Readings: Hill, Chapter 1* | No tutorials this week                                                             |
| Week 2     | **Topic 2 – International trade and investment theory**  
The conceptual basis and theoretical benefits of trade and investment  
*Readings: Hill, Chapter 5* | Forming groups, choosing topics for group assignments  
Discussion questions |
| **Part 2 – Major external forces influencing international business** |                                                                               |                                                                                       |
| Week 3     | **Topic 3 – Political and legal aspects of international business**  
Political and legal systems  
*Readings: Hill, Chapter 2* | Discussion questions                                                             |
| Week 4     | **Topic 4 – Culture and business**  
Culture and business; implications of culture for business  
*Readings: Hill, Chapter 3* | Closing case  
*Chavez’s Venezuela pp. 84-85*  
Discussion questions |
| Week 5     | **Topic 5 – The political economy of trade**  
WTO and trade liberalisation and regulation; regionalism and trading blocs; the rise of bilateralism  
*Readings: Hill, Chapter 6* | Discussion questions  
Individual assignment due |
| Week 6     | **Topic 6 – Foreign direct investment**  
Investment flows and categories  
*Readings: Hill, Chapter 7* | Discussion questions                                                             |
| Week 7     | **Topic 7 – Regional economic integration**  
Regionalism and trading blocs; the rise of bilateralism  
*Readings: Hill, Chapter 8* | Discussion questions  
Closing case  
*Starbucks foreign direct investment, pp. 270-71* |
| Week 8     | **Mid-semester test**                                                          | Discussion questions                                                             |
| Week 9     | **Topic 9 – International monetary institutions**  
The role of the IMF, World Bank  
*Readings: Hill, Chapter 10 – (pp. 344-34; 356-66)* | Discussion questions                                                             |
| **Part 3 - Strategy, structure of the international firm** |                                                                               |                                                                                       |
| Week 10    | **Topic 10 – The strategy of international business**  
International strategy development and firm organisation  
*Readings: Hill, Chapter 11* | Discussion questions                                                             |
| Week 11    | **Topic 11 – Entering foreign markets**  
The various modes firms can use to enter overseas markets  
*Readings: Hill, Chapter 12* | Closing case  
*IKEA – The Global Retailer pp.408-09*  
Discussion |
| Week 12    | **Topic 12 – Exporting, importing and counter trade**  
Exporting, export performance and the practice of countertrade  
*Readings: Hill, Chapter 13* | Discussion  
*Group assignment due* |
| Week 13    | **Topic 13 - Course revision**                                                  | Exam preparation and revision                                                      |
RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

Knowledge and understanding of the subject matter is assessed using a mixture of presentation, group discussion, 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. Please Note: You must pass the final exam to pass the unit.

ASSESSMENT

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Individual/Group Task</th>
<th>Related Learning Outcome</th>
<th>Weight</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essay</td>
<td>Individual</td>
<td>Outcomes 1 &amp; 4</td>
<td>20%</td>
<td>Week 5</td>
</tr>
<tr>
<td>Mid semester test</td>
<td>Individual</td>
<td>Outcomes 1 &amp; 2</td>
<td>10%</td>
<td>Week 8</td>
</tr>
<tr>
<td>Group report</td>
<td>Group</td>
<td>Outcomes 1, 2 &amp; 3</td>
<td>20%</td>
<td>Week 12</td>
</tr>
<tr>
<td>Final exam</td>
<td>Individual</td>
<td>Outcomes 2, 3 &amp; 4</td>
<td>50%</td>
<td>To be held in the allocated exam period</td>
</tr>
</tbody>
</table>
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 2,500 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 23rd February and 13th March in one or more Australian newspaper or periodical. 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. Why do you consider each of these articles relevant to international business?
2. What are the implications for each of the selected articles for:
   a. Australian government
   b. Australian businesses; and
   c. Other multinational corporations?
3. According to you, what is/are the most relevant theory/ies that could be used to analysis any/all of these articles? Give reasons for your answer.

Your essay should incorporate at least 15 different references. These can be sourced from the following:

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

The 15 references should be evenly balanced between these five resource options. Examples of all of these reference options are detailed on pp. 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 1.5 spaced (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.
Assessment Components - MID SEMESTER TEST

The TEST is worth 10% of your final grade

A compulsory mid semester test will take place in Week 8 and will cover the lecture material and relevant readings from Weeks 1-5:

- Topic 1 – Globalisation
- Topic 2 – International trade and investment theory
- Topic 3 – Political and legal aspects of international business
- Topic 4 – Culture and business
- Topic 5 – Political economy of trade

The format of the test will be a combination of multiple choice questions and short essays.
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 3000 word written REPORT on the topic detailed below:

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

- “Developing”: Malaysia, Poland and Brazil (choose one)
- “Developed”: Germany, Canada and Japan (choose one)

Assume that you are running a large Australian company that is keen to internationalise via foreign direct investment. 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 area 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. 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 20 different references. These can be sourced from the following:

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

The 20 references need to be evenly balanced between these five resource options. Examples of all of these reference options are detailed on page 4-5 of this guide.
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 at the end of the semester. The examination will be “closed book”. The format of the final exam will be a combination of multiple choice questions and long essay questions.

Note: Students must pass the final exam (>49%) to pass the course
The University examination period in Semester 1 is from 10-26 June 2009
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. Information about unavoidable disruption and the special consideration process is available:

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. You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, which is the final day of the official examination period.

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester, that is the final day of the official examination period.

PLAGIARISM
The University defines plagiarism in its rules:
"Plagiarism involves using the work of another person and presenting it as one's own"

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. These can be found in the Handbook of Undergraduate Studies or on the web at:
http://www.student.mq.edu.au/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.

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
MARKING GUIDES FOR ASSIGNMENTS

BUS201 Introduction to International Business
Individual Assignment, Semester 1, 2009

Essay: Marking and Feedback Summary Sheet

Student Name: ______________________________________________
Student ID: __________________________________________________

<table>
<thead>
<tr>
<th>Section</th>
<th>Grade</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Summary</td>
<td>You should provide a 1-2 paragraph overview of the essay. It is a summary of the main aim, findings and conclusion.</td>
</tr>
<tr>
<td>2</td>
<td>Body</td>
<td>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.</td>
</tr>
<tr>
<td>3</td>
<td>Conclusion</td>
<td>Your concluding section should be linked logically to the body of the essay, and should not raise new issues.</td>
</tr>
<tr>
<td>4</td>
<td>Presentation/Referencing etc</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>Total Mark</td>
<td>/100</td>
</tr>
</tbody>
</table>
BUS201 Introduction to International Business
Group Assignment, Semester 1, 2009

Report: Marking and Feedback Summary Sheet

Students: _____________________________________________

<table>
<thead>
<tr>
<th>Section</th>
<th>Grade</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Executive Summary 10%</td>
<td>A brief summary covering your entire report focusing on major problems/issues, recommended solutions and their implementation. List any assumptions made.</td>
</tr>
<tr>
<td>2</td>
<td>Issues and Evaluation 40%</td>
<td>Analyse relevant issues, link to and integrate with theory</td>
</tr>
<tr>
<td>3</td>
<td>Recommendations 30%</td>
<td>Recommend a solution based on the evaluation previously outlined. Justify your choice by explaining how it will address the major issues identified earlier.</td>
</tr>
<tr>
<td>4</td>
<td>Implementation 10%</td>
<td>Explain how you will specifically implement the solution-who, when, what</td>
</tr>
<tr>
<td>5</td>
<td>Presentation/Referencing etc 10%</td>
<td>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.</td>
</tr>
<tr>
<td>Total Mark</td>
<td>/100</td>
<td></td>
</tr>
</tbody>
</table>