DRAFT COURSE OUTLINE

BUSI7019
The Global Business Environment
Summer School, 2016

COURSE DESCRIPTION

This course is a broad survey of the field of international business and provides the foundations for further specialisation in this field. It will begin with a brief overview of international business, focused on the concept of globalisation. The course will then examine the environment for international firms, particularly the political, social and economic configurations that support cross-border commerce. Amongst others, we will look at the role of national policies and cultures, the evolution of international markets in goods, services and finance, and the supernational mechanisms and infrastructures for trade, investment and finance. The course will then probe international firms: their strategies and organisational design, their entry modes into international enterprise, and their behavioural and control systems. Many parts of the course involve current events, including issues related to international trade, foreign investment and international political conflict, which can all be discussed in the seminars.
### Mode of Delivery
On campus

### Prerequisites
At least 24 units of prior study

### Incompatible Courses
None

<table>
<thead>
<tr>
<th>Course Convenor/Lecturer:</th>
<th>A/Professor Lin Cui</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone:</td>
<td>6125 6190</td>
</tr>
<tr>
<td>Office:</td>
<td>Room 1098 Copland Building</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:lin.cui@anu.edu.au">lin.cui@anu.edu.au</a></td>
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<table>
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<tr>
<th>Office hours for student consultation:</th>
<th>By appointment</th>
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<tbody>
<tr>
<td>Student administrator/s</td>
<td>RSM Student Office (Monday to Friday 9am to 5pm)</td>
</tr>
<tr>
<td>Phone:</td>
<td>6125 6737 or 6125 9839</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Enquiries.rsm@anu.edu.au">Enquiries.rsm@anu.edu.au</a></td>
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http://programsandcourses.anu.edu.au

### COURSE OVERVIEW

#### Learning Outcomes

Upon successful completion of the requirements for this course, students will be able to:

1. Identify the main features of the international business environment and its main institutions;
2. Analyse the political, social, economic, technological and other configurations that support cross-border trade;
3. Apply an understanding of the nature of the multinational firm as an institutional structure for the conduct of cross-border trade and investment;
4. Analyse the key decisions that multinational firms make in relation to the choice of markets and entry strategies;
5. Apply an understanding of the different modes of engagement with international markets and explore the interconnectedness between these and the economic, legal, governmental, political, regulatory, cultural and other environments in which expanding companies operate;
6. Research international business issues and apply theoretical insights to the analysis of such issues in the context of a complex international business environment; and,
7. Communicate effectively in oral and written forms using the concepts, logic and rhetorical conventions of the subject.
**Proposed Assessment (Summary):** Assessment for this course will be confirmed after consultation with students at the first seminar. If there are any changes to the assessment, those changes will be publicised on Wattle.

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Value</th>
<th>Due Date</th>
<th>Linked Learning Outcomes</th>
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<tbody>
<tr>
<td>1. Seminar participation</td>
<td>10%</td>
<td>On-going</td>
<td>LO 5, 6, 7</td>
</tr>
<tr>
<td>2. In-class Quiz 1</td>
<td>15%</td>
<td>Friday 15 January</td>
<td>LO 1, 2, 3, 5</td>
</tr>
<tr>
<td>3. In-class Quiz 2</td>
<td>15%</td>
<td>Thursday 28 January</td>
<td>LO 1, 2, 3, 5</td>
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<tr>
<td>4. Business environment analysis report (2,000 words)</td>
<td>40%</td>
<td>4pm Friday 29 January</td>
<td>LO 1, 2, 3, 4, 6, 7</td>
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<tr>
<td>5. Take-home exam: Case analysis report (500-1000 words)</td>
<td>20%</td>
<td>4pm Wednesday 3 February</td>
<td>LO 2, 3, 4, 5</td>
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All assessment items must be submitted or attempted to be eligible to pass the course.

**Research-Led Teaching**

The seminar content will include scholarly research in the field of International Business including the lecturer's own research. In addition, other data, research and concepts will be presented during the seminars that are not covered in the textbook. This material will be sourced from research institutes, consultants, and international agencies.

One of the individual assessment items (Business Environment Analysis Report) is also research-led in that students will need to research and analyse the business environment of a chosen country and make recommendations to a chosen firm about opportunities, risks and entry strategies.

**Staff Feedback**

Students will be given feedback in the following forms in this course:

1. Written feedback on the individual report and the case analysis report
2. Verbal feedback to the whole class during the seminars

**Student Feedback**

ANU is committed to the demonstration of educational excellence and regularly seeks feedback from students. One of the key formal ways students have to provide feedback is through Student Experience of Learning Support (SELS) surveys. The
feedback given in these surveys is anonymous and provides the Colleges, University Education Committee and Academic Board with opportunities to recognise excellent teaching, and opportunities for improvement.

For more information on student surveys at ANU and reports on the feedback provided on ANU courses, go to:

http://unistats.anu.edu.au/surveys/selt/students/ and  
http://unistats.anu.edu.au/surveys/selt/results/learning/

**Policies**

ANU has educational policies, procedures and guidelines, which are designed to ensure that staff and students are aware of the University’s academic standards, and implement them. You can find the University’s education policies and an explanatory glossary at: http://policies.anu.edu.au/

Students are expected to have read the [Code of Practice for Student Academic Integrity](http://uni.edu.au/) before the commencement of their course.

Key policies include:

- **Student Assessment (Coursework)**
- **Student Surveys and Evaluations**
- **Assessment of Student Learning**

**SEMINAR SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Summary of Activities</th>
<th>Readings and Preparation</th>
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</table>
| 4 Jan (2-5pm) Venue TBD | • Introduction to BUSI7019  
• Individual assignment guidelines  
• Globalisation and international business | Chapter 1 |
| 6 Jan (2-5pm) Venue TBD | • Cultural environments  
• Globalisation and society | Chapters 2 & 11 Tute 1 Qs |
<p>| 8 Jan (2-5pm) Venue TBD | • Economic environments | Chapter 4 Tute 2 Qs |
| 11 Jan (2-5pm) Venue TBD | • Political and institutions | Chapters 3, 6 &amp; 7 Tute 3 Qs |
| 13 Jan (2-5pm) | • Global financial market | Chapters 8, 9, &amp; 10 Tute 4 Qs |</p>
<table>
<thead>
<tr>
<th>Venue TBD</th>
<th>Date</th>
<th>Topic</th>
<th>Chapters</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>15 Jan (2-5pm)</td>
<td>Trade theory and practice</td>
<td>5, 12 &amp; 14 In-class Quiz 1</td>
</tr>
<tr>
<td></td>
<td>19 Jan (2-5pm)</td>
<td>Foreign market entry</td>
<td>13 &amp; 15 Tute 5 Qs</td>
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<td></td>
<td>21 Jan (2-5pm)</td>
<td>Ethics and IB</td>
<td>Chapter 16 Tute 6 Qs</td>
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<td></td>
<td>25 Jan (2-5pm)</td>
<td>Global supply chain</td>
<td>Chapter 18 Tute 7 Qs</td>
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<td></td>
<td>28 Jan (2-5pm)</td>
<td>Course review/wrap-up</td>
<td>In-class Quiz 2</td>
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**ASSESSMENT REQUIREMENTS**

**Assessment Task 1: Seminar Participation**

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Weighting</th>
<th>Instructions</th>
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| On-going | 10%       | It is essential to your learning – and the learning of others in the class – that you are fully involved in the course. This means that you need to:

a) **Attend class** – though much learning will be done outside the classroom, class time is a valuable, scarce resource. You are expected to arrive ready to begin class on time; to not leave until class is over; and to attend all classes. If for any special reason you are unable to meet these requirements, please talk to the course convenor about it.

b) **Come prepared** – it will be assumed that you have completed any assigned readings and prepared for the discussion questions prior to class. |
### Purpose
To evaluate the issues and challenges pertaining to International Business

### Marking Criteria
This component is intended to evaluate the level and quality of your contribution to seminar discussions, which should reflect your analytical and problem-solving skills. More specifically, it assesses your ability to understand situations and diagnose problems, and to recommend courses of action in relation to those situations and problems and to communicate your views effectively. Marks are awarded at the Lecturer’s discretion.

### Assessment Task 2&3: In-class Quiz

| Due Date | Quiz 1 – during the seminar on Friday 15 January 2016  
Quiz 2 – during the seminar on Thursday 28 January 2016 |
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<tbody>
<tr>
<td>Weighting</td>
<td>15% (Quiz 1) and 15% (Quiz 2)</td>
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| Instructions | Quiz 1 will include 30 MCQs covering the topics introduced in the first four seminars of the summer school (4-11 January 2016). Quiz 2 will include 30 MCQs covering the topics introduced in the remaining seminars of the summer school (13-25 January 2016). 
Resources will be provided on wattle for students to prepare for the quiz MCQs. Details to be announced in class. |
| Purpose | To demonstrate your understanding of International Business theories and principles from material covered within the course. |

### Assessment Task 4: Business Environment Analysis Report (BEAR)

<table>
<thead>
<tr>
<th>Due Date</th>
<th>4pm Friday 29 January 2016</th>
</tr>
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<tbody>
<tr>
<td>Weighting</td>
<td>40%</td>
</tr>
<tr>
<td>Word limit</td>
<td>2,000 words ±10%</td>
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</table>
| Instructions | The individual assignment takes the form of a detailed report to the CEO of an Australian company chosen from the list provided on Wattle. The report should provide an assessment of the business environment in one country in which the company already has operations. 
A detailed task specification will be provided on Wattle. |
| **Purpose** | To develop skills in undertaking research, evaluation of relevant business conditions, and formulation of criteria for decision-making and recommendations. This assessment is intended to further develop your research and analytical skills in issues related to international business. |
| **Marking Criteria** | Further guidelines and marking criteria will be posted on Wattle. |
| **Submission and Presentation Details** | Assignments are to be word-processed. The use of strict, professional expression is expected. The Harvard referencing style is to be used. Links to documentation on proper referencing methods are available on the course website or from the ANU Library website: [http://anulib.anu.edu.au/lib_home.html](http://anulib.anu.edu.au/lib_home.html). The assignment must be submitted via Turnitin on Wattle by 4 pm on Friday 29 January 2016. Students will be advised via Wattle when the case analysis report has been commented and marked. |

**Assessment Task 5: Take-home Exam – Case Analysis Report**

| **Due Date** | 4pm Wednesday 3 February 2016 |
| **Weighting** | 20% |
| **Suggested Length** | 500-1,000 words ±10% |
| **Instructions** | An IB-related case, randomly drawn from a pool of cases, will be provided to each student on the last seminar. Students will be required to analyse the given case drawing on the knowledge, concepts, and decision tools covered during the course to answer the questions provided. All cases, together with the marking criteria, will be posted on Wattle after the last seminar. Students are required to write a case analysis report (maximum of 500-1,000 words) that addresses the case questions. Your report can be based on the information provided in the case; however you are encouraged to research additional data, information, or evidence to strengthen your arguments. |
| **Purpose** | The main purpose of this assessment is to develop your ability to analyse and evaluate the global issues that confront international businesses. |
Marking Criteria | Marking criteria will be posted on Wattle.

Submission and Presentation Details | Assignments are to be word-processed. The use of strict, professional expression is expected. The Harvard referencing style is to be used. Links to documentation on proper referencing methods are available on the course website or from the ANU Library website: http://anulib.anu.edu.au/lib_home.html. The report must be submitted via Turnitin on Wattle by 4 pm on Wednesday 3 February 2016. Students will be advised via Wattle when the case analysis report has been commented and marked.

Identify your Assignment with your Student Number only
When submitting your assignment please ensure that it contains your student number in the file name and on the first page. Please do not put your name anywhere in your assignment.

Use of Assignments as exemplars and grade moderation
An important resource for enhancing educational quality is a stock of student work which can be de-identified and used as exemplars for future students in ANU courses, and for grade moderation exercises for teaching staff. If you do not wish your assignment to be used for such purposes please include a note to that effect on the front page of the assignment.

Special consideration for assessments
Students who are unable to submit their assessment by the due date may be eligible for an extension if supported by an Application for Special Consideration.

Information on special assessment consideration can be found at: http://www.anu.edu.au/students/program-administration/assessments-exams/special-assessment-consideration . Special Consideration applications must be completed before the due date of the affected assessment. In exceptional circumstances applications for an extension may be accepted up to three working days after the due date of the affected assessment.

The application must include all supporting documentation and include a copy of as much of the assignment as has been completed by the due time and date.

Special consideration applications must be submitted online at special.consideration@anu.edu.au . You will be notified by your lecturer if an extension has been approved.
**Turnitin**
The ANU is using Turnitin to enhance student citation and referencing techniques, and to assess assignment submissions as a component of the University’s approach to managing Academic Integrity. While the use of Turnitin will not be mandatory, the ANU highly recommends Turnitin is used by both teaching staff and students.

For additional information regarding Turnitin please visit the ANU Online website: [http://online.anu.edu.au/turnitin](http://online.anu.edu.au/turnitin)

**Returning assignments**
Except where otherwise advised, all assignments will be returned via Turnitin.

**Resubmission of assignments**
Re-submission of assignments is not permitted in this course.

**Referencing requirements**
The Harvard referencing style is to be used. Links to documentation on proper referencing methods are available on the course website or from the ANU Library website: [http://anulib.anu.edu.au/lib_home.html](http://anulib.anu.edu.au/lib_home.html).

**Examination material or equipment**
Not applicable – the exam is a take-home written report (case analysis).

**Deferred examinations**
Not applicable – the exam is a take-home written report (case analysis).

**Workload**
Students taking this course are expected to commit at least 13-15 hours a week to completing the work. This will include:

- 6 to 9 hours of seminars
- 1 hour on Wattle
- 6 hours per week including reading, research, writing and assignment preparation

**Prescribed Text**
The course uses the following textbook:


It can be purchased:

1. from the campus coop bookshop, or
Other Resources
The ANU Library subscribes (electronically) to a wide range of academic journals. Journals that may be helpful for your research include:

- Academy of Management Review
- Academy of Management Perspectives
- Academy of Management Journal
- Journal of Management Studies
- Journal of Management
- Journal of International Business Studies
- Journal of World Business
- International Business Review
- International Journal of Human Resource Management
- Journal of Business Research
- Asia-Pacific Journal of Management
- Management International Review
- Journal of International Marketing
- Strategic Management Journal
- Strategic Management Review

Useful Websites
- Academy of International Business: [http://aib.msu.edu/](http://aib.msu.edu/)
- Asian Development Bank: [www.adb.org](http://www.adb.org)
- Company Annual Reports Online: [http://www.carol.co.uk/](http://www.carol.co.uk/)
- Global Edge: [http://globaledge.msu.edu/ibrd/](http://globaledge.msu.edu/ibrd/)
- International Monetary Fund: [www.imf.org](http://www.imf.org)
- OECD: [www.oecd.org](http://www.oecd.org)
- Pacific Economic Cooperation Council: [http://www.pecc.org](http://www.pecc.org)
- The Economist: [www.economist.com](http://www.economist.com)

Finalisation of Marks and Grades
Your final mark for the course will be based on the raw marks allocated for each of your assessment items. However, your final mark may not be the same number as produce by that formula, as marks may be scaled. Any scaling applied will preserve the rank order of raw marks (i.e. if your raw mark exceeds that of another student, then your scaled mark will exceed the scaled mark of that student), and may be either up or down.
Support for Students

The University offers a number of support services for students. Information on these is available online from http://students.anu.edu.au/studentlife/