FINAL COURSE OUTLINE

BUSI2025
International Business
Semester 2, 2014

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 begins 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, economic, technological and other configurations that support cross-border trade and investment. Amongst others, we will look at the role of national policies, cultures and business systems, 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.

Discussion of current events/affairs and how these impact on international businesses is a major part of the course, for instance issues relating to international trade, foreign investment, international political conflict, financial crises, etc.
Mode of Delivery | On campus
---|---
Prerequisites | At least 24 units of prior study
Incompatible Courses | None
Course Convenor/Lecturer: | Dr Andrew Bradly
Phone: | 6125 1638
Office: | Room 1096A Copland Building
Email: | Andrew.Bradly@anu.edu.au
Office hours for student consultation: | Mondays 10-12 or by appointment
Student administrator/s | RSM Student Office (Monday to Friday 9am to 5pm)
Phone: | 6125 6737 or 6125 9839
Email: | Enquiries.rsm@anu.edu.au
Tutors: | Felicity Mullens
| Room 1100
| Felicity.Mullens@anu.edu.au
| Paul Fairhall
| Tutor’s Room
| Paul.Fairhall@anu.edu.au
| Alex Tietge
| Tutor’s Room
| Alexander.Tietge@anu.edu.au

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 lecture of the semester. 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>
</tr>
</thead>
<tbody>
<tr>
<td>1. Tutorial participation</td>
<td>10%</td>
<td>On-going</td>
<td>LO 6, 7</td>
</tr>
<tr>
<td>2. Case analysis reports (2 x 500 words)</td>
<td>20%</td>
<td>1. 4pm Monday Weeks 3-7</td>
<td>LO 2, 3, 4, 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. 4pm Monday Weeks 8-13</td>
<td></td>
</tr>
<tr>
<td>3. Business environment analysis report (2,500 words)</td>
<td>40%</td>
<td>4pm Monday 22 Sept 2014</td>
<td>LO 1, 2, 3, 4, 6, 7</td>
</tr>
<tr>
<td>4. Final exam (2-hour closed book)</td>
<td>30%</td>
<td>During exam period</td>
<td>LO 1, 2, 3, 4, 5, 7</td>
</tr>
</tbody>
</table>

All assessment items must be submitted or attempted to be eligible to pass the course.

Research-Led Teaching
The lecture 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 lectures that are not covered in the textbook. This material will be sourced from research institutes, consultants, and international agencies.

During the tutorials, students will have the opportunity to analyse and present to the class the key points from scholarly research sourced from a journal of their choice.

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 two case analyses
2. Verbal feedback to the whole class during the case analysis seminar and in tutorials

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:

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 before the commencement of their course.

Key policies include:
- Student Assessment (Coursework)
- Student Surveys and Evaluations
- Assessment of Student Learning

LECTURE AND SEMINAR SCHEDULE

<table>
<thead>
<tr>
<th>Week/Session</th>
<th>Summary of Activities</th>
<th>Readings/Assessment</th>
</tr>
</thead>
</table>
| Wk 1 21 July  | 1. Lecture: Introduction to BUSI2025  
|              | 2. Lecture: The challenge and future of globalisation | Chapter 1 |
| Wk 2 28 July  | 1. Lecture: Political environments and international business  
<p>|              | 2. Seminar | Chapter 2 |</p>
<table>
<thead>
<tr>
<th>Week/Session</th>
<th>Summary of Activities</th>
<th>Readings/Assessment</th>
</tr>
</thead>
</table>
| Wk 3 4 Aug   | 1. Lecture: Economic environments and international business  
2. Seminar   | Chapter 3            |
| Wk 4 11 Aug  | 1. Lecture: Culture and international business  
2. Seminar   | Chapter 4            |
| Wk 5 18 Aug  | 1. Lecture: Ethics and international business  
2. Seminar   | Chapter 5            |
2. Seminar   | Chapter 6 & 7        |
| Wk 7 1 Sept  | 1. Lecture: Foreign direct investment  
2. Seminar   | Chapter 8            |
|              | **Mid-semester Break: 8 Sept – 19 Sept 2014**               |                     |
| Wk 8 22 Sept | 1. Lecture: Regional Economic Integration  
2. Seminar   | Chapter 9            |
| Wk 9 29 Sept | 1. Lecture: Foreign exchange markets  
2. Seminar   | Chapter 10           |
| Wk 10 6 Oct  | 1. Lecture: The international monetary system  
2. Seminar   | Chapters 11 & 12     |
| Wk 11 13 Oct | 1. Lecture: Strategy and organisation of international firms  
2. Seminar   | Chapters 13 & 14     |
| Wk 12 20 Oct | 1. Lecture: Entry strategy and strategic alliances  
2. Seminar   | Chapter 15           |
| Wk 13 27 Oct | 1. Lecture: Course review/wrap-up  
2. Lecture: Preparing for the final exam |                     |
### TUTORIAL SCHEDULE

<table>
<thead>
<tr>
<th>Week/Session</th>
<th>Topic</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wk 2 28 July</td>
<td>The challenge and future of globalisation</td>
<td>Introductions; explanation of tutorial activities. Discussion Question No. 1</td>
</tr>
<tr>
<td>Wk 3 4 Aug</td>
<td>Political environments and international business</td>
<td>Discussion Question No. 2</td>
</tr>
<tr>
<td>Wk 4 11 Aug</td>
<td>Economic environments and international business</td>
<td>Discussion Question No. 3</td>
</tr>
<tr>
<td>Wk 5 18 Aug</td>
<td>Culture and international business</td>
<td>Discussion Question No. 4</td>
</tr>
<tr>
<td>Wk 6 25 Aug</td>
<td>Ethics and international business</td>
<td>Discussion Question No. 5</td>
</tr>
<tr>
<td>Wk 7 1 Sept</td>
<td>International trade: theory and practice</td>
<td>Discussion Question No. 6</td>
</tr>
<tr>
<td></td>
<td><strong>Mid-semester Break: 8 Sept – 19 Sept 2014</strong></td>
<td></td>
</tr>
<tr>
<td>Wk 8 22 Sept</td>
<td>Foreign direct investment</td>
<td>Discussion Question No. 7</td>
</tr>
<tr>
<td>Wk 9 29 Sept</td>
<td>Regional economic integration</td>
<td>Discussion Question No. 8</td>
</tr>
<tr>
<td>Wk 10 6 Oct</td>
<td>Foreign exchange markets</td>
<td>Discussion Question No. 9</td>
</tr>
<tr>
<td>Wk 11 13 Oct</td>
<td>The international monetary system</td>
<td>Discussion Question No. 10</td>
</tr>
<tr>
<td>Wk 12 20 Oct</td>
<td>Strategy and organisation of international firms</td>
<td>Discussion Question No. 11</td>
</tr>
<tr>
<td>Wk 13 27 Oct</td>
<td>Entry strategy and strategic alliances/exam preparation</td>
<td>Course review-wrap-up, exam preparation</td>
</tr>
</tbody>
</table>
## ASSESSMENT REQUIREMENTS

### Assessment Task 1: Tutorial Participation

<table>
<thead>
<tr>
<th>Due Date</th>
<th>On-going throughout the semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighting</td>
<td>10%</td>
</tr>
<tr>
<td>Instructions</td>
<td>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:</td>
</tr>
<tr>
<td></td>
<td>a) <strong>Attend class</strong> – 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.</td>
</tr>
<tr>
<td></td>
<td>b) <strong>Come prepared</strong> – it will be assumed that you have completed any assigned readings and prepared for the discussion questions prior to class.</td>
</tr>
<tr>
<td></td>
<td>c) <strong>Actively participate in the learning</strong> – we owe it to ourselves and our colleagues to participate as fully as possible in the class sessions.</td>
</tr>
<tr>
<td>Purpose</td>
<td>To evaluate the issues and challenges pertaining to International Business</td>
</tr>
<tr>
<td>Marking Criteria</td>
<td>This component is intended to evaluate the level and quality of your contribution to tutorial 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 Tutor’s discretion.</td>
</tr>
</tbody>
</table>

### Assessment Task 2: Case Analysis Report

<table>
<thead>
<tr>
<th>Due Date</th>
<th>Report No. 1 is due by 4pm on the Monday following the Case Analysis Seminar in Weeks 3-7</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Report No. 2 is due by 4pm on the Monday (Tuesday if Monday’s a public holiday) following the Case Analysis Seminar in Weeks 8-13</td>
</tr>
<tr>
<td>Weighting</td>
<td>20% (10% for each report)</td>
</tr>
<tr>
<td>Suggested Length</td>
<td>500 words ±10%</td>
</tr>
<tr>
<td>Instructions</td>
<td>An IB case or issues will be presented in most seminars in Weeks 2-12 for discussion and analysis. Students will be required to analyse the case drawing on the knowledge, concepts, and decision tools covered during the course to answer the questions provided. While a</td>
</tr>
</tbody>
</table>
A copy of the case will be distributed during the relevant seminar, they will also be posted on Wattle after the seminar. Those who attend the seminar will have the opportunity to discuss and workshop possible responses to the case questions. The seminar will not be recorded.

Students are required to write two case analysis reports (maximum of 500 words) that address the case questions. Report No. 1 must be written on a case chosen from the cases presented during the seminars in Weeks 2 to 7 and submitted the following Monday. Report No. 2 must be written on a case chosen from the cases presented during the seminars in Weeks 8-12 and submitted the following Monday. Your reports 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.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>The main purpose of this assessment is to develop your ability to analyse and evaluate the global issues that confront international businesses.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marking Criteria</td>
<td>Marking criteria will be posted on Wattle.</td>
</tr>
<tr>
<td>Submission and Presentation Details</td>
<td>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: <a href="http://anulib.anu.edu.au/lib_home.html">http://anulib.anu.edu.au/lib_home.html</a>. All assignments must have a cover sheet with all of the appropriate details completed, including the name of your tutor. Students are required to keep a copy of assignments. Assignments are to be placed in the relevant assignment box in the School foyer opposite the main counter by 4 pm on the Monday following presentation of the case in the relevant seminar. All assignments submitted through the School assignment boxes are date stamped and checked against class lists. If an assignment is mislaid, you will be required to provide a copy. Assignments will be returned during tutorials. At the end of semester, unclaimed assignments are available from the School office for a limited period of time. Students must provide their student identification card to claim assignments.</td>
</tr>
</tbody>
</table>

**Assessment Task 3: Business Environment Analysis Report (BEAR)**

<table>
<thead>
<tr>
<th>Due Date</th>
<th>4pm Monday 22 September 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighting</td>
<td>40%</td>
</tr>
<tr>
<td>Word limit</td>
<td>2,500 words ±10%</td>
</tr>
</tbody>
</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 currently has operations.

A detailed task specification will be provided early in the course.

### 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).

All assignments must have a cover sheet with all of the appropriate details completed. All students are required to keep a copy of assignments. Assignments are to be placed in the relevant assignment box in the School foyer opposite the main counter by 4 pm on the due date, Monday 22 September 2014. All assignments submitted through the School assignment boxes are date stamped and checked against class lists. If an assignment is mislaid, you will be required to provide a copy.

Assignments will be returned during tutorials. At the end of semester, unclaimed assignments are available from the School office for a limited period of time. Students must provide their student identification card to claim assignments.

### Assessment Task 4: Final Exam

<table>
<thead>
<tr>
<th>Due Date</th>
<th>During the exam period – date to be advised</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weighting</td>
<td>30%</td>
</tr>
<tr>
<td>Instructions</td>
<td>Students will write a 2-hour closed book exam. The format of the exam will be announced during the course.</td>
</tr>
<tr>
<td>Purpose</td>
<td>To demonstrate your understanding of International Business theories and principles from material covered within the course.</td>
</tr>
</tbody>
</table>
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.

Late submission of Assignments

If an individual assignment is submitted after the due date it will be subject to a default grade penalty unless an application for Special Consideration is approved.

The default grade penalty is calculated as follows. Let $M$ be the mark for the assignment before the grade penalty is applied, let $N$ be the number of completed calendar days between the due date/time and the submission date/time (including weekends and public holidays). The penalised mark, $P$ is calculated as follows:

$$P = M - \frac{N \times M}{10}$$

Effectively, one tenth of the mark for the assignment is subtracted for each full calendar day that the assignment is late.

An application for Special Consideration must:

- where relevant include a medical report completed by a medical practitioner (an ordinary "medical certificate" is not sufficient);
- include a copy of as much of the assignment as has been completed by the due time and date; and
- be submitted as soon as practicable, preferably before or on the due date.

In general, a successful application for Special Consideration will result in the marking of the work completed at the due date with some upward adjustment of the mark, rather than an extension of time. However, in extenuating circumstances, supported by appropriate documentation, an extension may be granted.

Note that decisions about Special Consideration are not made by the teaching staff for this course.

Returning assignments

Except where otherwise advised, all assignments will be returned during the tutorials.

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.

Examination material or equipment
Students are permitted to bring a foreign language dictionary into the final exam. Requests to use a dictionary must be approved by the lecturer using the Dictionary Request form (http://cbe.anu.edu.au/media/1357099/dictionary_request.pdf) after which the dictionary must be taken to the Examinations Office at least one day before the final exam. Once timetabled, exam information can be found at: http://timetable.anu.edu.au/exams/

Tutorial signup
Tutorial registration for this course will be done via the Wattle course site during the first week of Semester. More information will be provided during the first lecture/seminar.

Workload
Students taking this course are expected to commit at least 10 hours a week to completing the work. This will include 3 hours per week in class and at least 7 hours a week on average (including non-teaching weeks) on course reading, research, writing and assignment work.

Prescribed Text

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**

After marking is concluded the lecturer will submit a report to the Committee of Examiners for the course recommending final marks and letter grades for each student. The Committee comprises, at a minimum, the Director of the Research School of Management, the lecturer, and at least one second examiner. The lecturer’s recommendations are based on the points accumulated by each student and judgments about individual student performance, guided by the ANU Policy on Coursework Assessment:


The Director of the Research School of Management then forwards the marks and grades to the Executive of the College of Business and Economics for final approval.

**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/](http://students.anu.edu.au/studentlife/)