



Australian
National
University

Research School of Management

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College of Business and Economics

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Students with enquiries about program (degree) requirements should contact the College office; enquiries about course administration (subjects) are normally handled by the relevant Research School.

FINAL COURSE OUTLINE

BUSI7019

The Global Business Environment

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 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 supranational 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
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

<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.

Assessment Task	Value	Due Date	Linked Learning Outcomes
1. Business Environment Analysis Report	25%	Monday 1 September	LO 1, 2, 4, 5, 6
2. Team Project Presentation	10%	During the seminar in Week 13	LO 2, 4, 5, 6, 7
3. Research Essay	35%	Monday 22 September	LO 3, 4, 6, 7
4. Final exam (2-hour closed book)	30%	During exam period	LO 1, 2, 3, 4, 5, 7

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 lectures that are not covered in the textbook. This material will be sourced from research institutes, consultants, and international agencies.

The Research Essay and Team Projects are also research-led in that students will need to research and analyse the business environment of the selected country and make recommendations 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 Research Essay and Team Project
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](#) before the commencement of their course.

Key policies include:

- [Student Assessment \(Coursework\)](#)
- [Student Surveys and Evaluations](#)
- [Assessment of Student Learning](#)

SEMINAR SCHEDULE

Week beginning	Seminar Theme	Readings/Assessment
Wk 1 21 July	Course introduction, project team formation The multinational firm	
Wk 2 28 July	Globalisation and international business	Chapter 1
Wk 3 4 Aug	Cultural environments	Chapter 2

Week beginning	Seminar Theme	Readings/Assessment
Wk 4 11 Aug	Political and legal environments	Chapter 3
Wk 5 18 Aug	Economic environments	Chapter 4
Wk 6 25 Aug	Globalisation and society	Chapter 11
Wk 7 1 Sept	International trade and government intervention	Chapters 5 & 6 Business Environment Analysis Report due Monday 1 September
Mid-semester Break: 8 Sept – 19 Sept 2014 G		
Wk 8 22 Sept	Cross-national cooperation and agreements	Chapter 7 Research Essay due Monday 22 September
Wk 9 29 Sept	Foreign exchange rates and markets	Chapters 8 & 9
Wk 10 6 Oct	Global capital markets	Chapter 10
Wk 11 13 Oct	IB strategies and country choice	Chapters 12 & 13
Wk 12 20 Oct	Entry strategy and strategic alliances Course Review	Chapters 14 & 15
Wk 13 27 Oct	Team Project Presentations	Team Project Presentations during the seminar

ASSESSMENT REQUIREMENTS

Assessment Task 1: Business Environment Analysis Report (BEAR)

Due Date	Monday 1 September 2014 by 4pm
Weighting	25%
Word limit	3,000 words \pm 10%
Instructions	<p>This project requires students to work in teams of about 3-5 students. Teams will be formed in the first seminar where each team will choose an Australian company from the list provided on Wattle. The purpose of the report is to identify the major opportunities and risks arising from the business environment in one country in which this company does not currently have operations. Each team will research the business environment of the targeted foreign country and evaluate the feasibility of country entry and possible strategies for market entry.</p> <p>A detailed task specification will be provided on Wattle.</p> <p><u>Choice of Country:</u> Any country other than Australia or the home country of any of the team members. Also, there cannot be overlaps between choices by different teams (first come first served).</p>
Purpose	To undertake research, evaluate relevant business conditions, and formulate criteria for decision-making and recommendations.
Marking Criteria	Marking criteria will be posted on Wattle.
Submission Details	<p>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.</p> <p>All assignments must have a cover sheet with all of the appropriate details completed, including the name of the lecturer. 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 Monday 1 September. 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.</p> <p>Assignments will be returned during the seminars. 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.</p>

Assessment Task 2: Team Project Presentation

Due Date	During the seminar in Week 13
Weighting	10%
Instructions	<p>Each team will deliver a 10 minute presentation outlining the key results from their Business Environment Analysis Report. Suggestions provided by lecturer in the written report should be incorporated into the presentation.</p> <p>PowerPoint slides are to be used and a copy provided to the Lecturer at the time of the presentation. For a 10 minute presentation, a maximum of 10 slides should be used. Presentations will be followed by comments and questions from the audience.</p> <p>Each team is also required to provide the completed Teamwork Contribution Form (template provided on Wattle) at the time of the presentation.</p>
Purpose	To demonstrate your ability to present and effectively convey research results. A key purpose is also to demonstrate your ability to engage and involve an audience.
Marking Criteria	Marking criteria will be posted on Wattle.

Assessment Task 3: Research Essay

Due Date	4pm Monday 22 September 2014
Weighting	35%
Word limit	2,500 words \pm 10%
Instructions	<p>A choice of three essay questions will be provided on Wattle.</p> <p>The following aspects will be taken into consideration by the lecturer when marking the research essay:</p> <p><u>Depth of literature review:</u> your scope of review should be broad enough to sufficiently cover the focal topic. Although it is not the only (or the best) indicator, ideally, the number of references (the papers you actually analyse and discuss in your essay) should exceed 15.</p> <p><u>Quality of references:</u> use articles from academically peer reviewed journals, research books, and publications by government or institutions.</p> <p><u>Quality of your review:</u> you should not only summarize major findings from the literature, but also critically evaluate them and identify contradictory issues or research gaps (if any).</p> <p><u>Analysis of the issue:</u> provide your own arguments which can be derived from the literature or logically developed by yourself. Where relevant you should use real world examples (statistics, cases, etc) to support your arguments. Only reliable information sources should be used.</p> <p><u>Overall writing:</u> essay structure (intro-body-conclusion), cohesive and coherent writing, appropriate paragraphing, free of typographic and grammatical errors.</p> <p><u>Presentation:</u> use font size 11 or larger (Times New Roman), 1.5 line spacing, number the pages.</p>

Purpose	This assessment is intended to further develop your research and analytical skills in issues related to the global business environment.
Marking Criteria	Further guidelines and marking criteria will be posted on Wattle.
Submission and Presentation Details	<p>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.</p> <p>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 Monday 22 September. 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.</p> <p>Assignments will be returned in the seminar. 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.</p>

Assessment Task 4: Final Exam

Due Date	During the exam period – date to be advised
Weighting	30%
Instructions	Students will write a 2-hour closed book exam. The format of the exam will be announced during the course.
Purpose	To demonstrate your understanding of the concepts and principles covered in the course.

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 seminars.

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/>

Seminar signup

The class will be divided into two groups: a daytime class and an evening class.

Students are required to attend only one seminar each week. Prior to the first seminar, students are asked to register their class preference via the Wattle course site.

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

The course uses the following textbook which can be purchased from the campus bookshop or directly from the publisher:

Daniels, J. D., Radebaugh L. H., & Sullivan, D. P. (2015) *International Business: Environments and Operations*, Global Edition, 15th Edition, Pearson Education, New Jersey.

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/>
- Asian Development Bank: www.adb.org

- Australia and New Zealand International Business Academy: <http://www.anziba.org/index.html>
- Austrade (Australian Trade Commission): <http://www.austrade.gov.au/>
- Australian Bureau of Statistics: <http://www.abs.gov.au/>
- Australian Securities and Investments Commission: <http://www.asic.gov.au/>
- Australian Stock Exchange Limited (ASX): <http://www.asx.com.au>
- Company Annual Reports Online: <http://www.carol.co.uk/>
- Department of Foreign Affairs & Trade: <http://www.dfat.gov.au/>
- Global Edge: <http://globaledge.msu.edu/ibrd/>
- International Monetary Fund: www.imf.org
- OECD: www.oecd.org
- Pacific Economic Cooperation Council: <http://www.pecc.org>
- The Economist: www.economist.com
- World Factbook (CIA): <http://www.odci.gov/cia/publications/factbook/>
- World Bank: www.worldbank.org

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:

https://policies.anu.edu.au/ppl/document/ANUP_004603

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/>