BMA181
INTRODUCTION TO INTERNATIONAL BUSINESS
12.50 Credit points

Semester 2, 2019
Unit Outline

Unit Coordinator
Dr Roshni Narendran
CONTACT DETAILS

Unit coordinator

Unit coordinator: Dr Roshni Narendran
Campus: Sandy Bay
Email: Roshni.Narendran@utas.edu.au
Phone: +61 3 6226 5540
Room location and number: Room 414, Centenary Building
Consultation hours: By appointment

Other teaching staff

Lecturer/Tutor at SOU: TBA
Campus: Shanghai Ocean University
Email: TBA
Phone: TBA
Room location and number: TBA
Consultation hours: TBA
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WHAT IS THE UNIT ABOUT?

Unit description

International business involves a broad range of business activities undertaken across national borders. Along with the rapidly increasing globalisation process, international business has become a popular topic and has drawn the attention of business executives, government officials and academics. The globalisation of the world economy, and the differences between countries, present both opportunities and challenges to businesses. Managers of both international and domestic businesses need to take into account the globalised business environment in strategic decision-making and operational management.

This unit aims to help students gain knowledge and develop critical thinking skills in resolving practical issues related to international business. Three generic themes, which include the globalised business environment faced by businesses, international business strategies, and operational management of international business activities, are covered in this unit. This is a fundamental unit for students to study other advanced units in the program.

Intended Learning Outcomes

On completion of this unit, you will be able to:

1. Demonstrate knowledge of international business theories and practices.
2. Analyse issues and apply knowledge of international business.
3. Communicate written academic arguments supported by international business literature.
Graduate Statement

Successful completion of this unit supports your development of course learning outcomes, which describe what a graduate of a course knows, understands and is able to do. Course learning outcomes are available from the Course Coordinator. Course learning outcomes are developed with reference to national discipline standards, Australian Qualifications Framework (AQF), any professional accreditation requirements and the University of Tasmania’s Graduate Statement.

The University of Tasmania experience unlocks the potential of individuals. Our graduates are equipped and inspired to shape and respond to the opportunities and challenges of the future as accomplished communicators, highly regarded professionals and culturally competent citizens in local, national, and global society. University of Tasmania graduates acquire subject and multidisciplinary knowledge and skills, and develop critical and creative literacies and numeracies and skills of inquiry. They demonstrate the ability to apply this knowledge in changing circumstances. Our graduates recognise and critically evaluate issues of social responsibility, ethical conduct and sustainability, are entrepreneurial and creative, and are mindful of their own wellbeing and that of the community. Through respect for diversity and by working in collaborative ways, our graduates reflect the values of the University of Tasmania.

Alterations to the unit as a result of student feedback

N/A

Prior knowledge &/or skills

Students are expected to have some background knowledge in business and economics.
## HOW WILL I BE ASSESSED?

### Assessment schedule

<table>
<thead>
<tr>
<th>Assessment task</th>
<th>Date due</th>
<th>Percent weighting</th>
<th>Links to Intended Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Class Test or quiz</td>
<td>Week 5</td>
<td>20</td>
<td>LO1, LO2</td>
</tr>
<tr>
<td>Individual Outline</td>
<td>Week 7</td>
<td>10</td>
<td>LO3</td>
</tr>
<tr>
<td>Group Report</td>
<td>Week 10</td>
<td>20</td>
<td>LO2, LO3</td>
</tr>
<tr>
<td>Examination</td>
<td>Exam Period</td>
<td>50</td>
<td>LO1, LO2, LO3</td>
</tr>
</tbody>
</table>

### Assessment details

#### Assessment Task 1: Test or quiz

**Task Description:** In-class Test - The in-class test covers Lectures and Tutorials 1-4. Questions are based on the materials covered in lectures, tutorials and relevant textbook chapters. Note that this test is a closed-book test and no written materials, except bilingual dictionaries, are permitted in the test. The test may include multiple-choice, case-study and/or essay questions. More information will be provided prior to the test.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain theories and concepts related to international business.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Describe and discuss international business practices.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Apply key concepts, principles and theories to international business practices.</td>
<td>LO2</td>
</tr>
</tbody>
</table>

**Task Length:** 45 minutes.

**Due by date:** Week 5

#### Assessment Task 2: Report

**Task Description:** Individual Outline - Countries are different in terms of political, legal, economic, and cultural environment. These differences offer opportunities but also pose challenges to businesses operating in foreign countries. Suppose you were an independent consultant providing advice for international businesses. You were asked to prepare a consultation report for your client to provide information regarding the business environment in a specific industry of a foreign country. The report is assumed to be used by your client in their evaluation of the country- and industry-specific business environment. You are expected to consult a variety of resources for the
The assignment is divided into two parts:

- Part 1 – Individual outline, which you will work independently, and
- Part 2 – Group report, which you work in group with others.

For Part 1, you are to form groups with three or four members in a group and decide a topic for the report. Each member of the group will then work individually to prepare an outline on the same topic. At least ten (10) references, of which at least three (3) must be academic, should be used by following the Harvard referencing style. No executive summary is required for the individual outline. The outline will be used as a writing plan or guideline for preparing the final group report. The outline will be marked and feedback will be provided to help you prepare the group report.

The Cover Sheet for the Individual Outline must be completed and combined together with your individual outline into one Word file for submission.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures ILO:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Write a structured and formatted business report.</td>
<td>LO3</td>
</tr>
<tr>
<td>2</td>
<td>Use and reference academic sources to support arguments.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

Task Length: A minimum of 2 pages.
Due by date: Week 7

**Assessment Task 3: Report**

**Task Description**

Group Report - Part 2 of the assignment is a group report. For this part, all members of a group will work together to complete a group report by drawing on the strengths and insights of each individual outlines of the group members.

The final group report is expected to have no major problems in formatting, structure and arrangement of materials, and referencing styles. At least ten (10) references, of which at least three (3) must be academic, should be used in the final group report.

In addition to the common requirements for academic writing and assignment submission, the following requirements must be followed:
An executive summary about half a page must include the title and arranged on pages separated from the report pages; The report must start with a new page with the title included; Twelve-point Times New Roman fonts, single space, 2.5 cm margins on all sides, and page numbers must be used in the report; Harvard referencing style used for in-text citations and end-references;

The completed group report coversheet, marking criteria matrix, the executive summary, and the report must be combined into one Word file for submission. The School coversheet is not required.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apply key concepts, principles and theories to international business practices.</td>
<td>LO2</td>
</tr>
<tr>
<td>2</td>
<td>Identify, collect and analyse information related to international business.</td>
<td>LO2</td>
</tr>
<tr>
<td>3</td>
<td>Develop, justify and present arguments related to international business issues.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Write using the language of international business.</td>
<td>LO3</td>
</tr>
<tr>
<td>5</td>
<td>Write a structured and formatted business report.</td>
<td>LO3</td>
</tr>
<tr>
<td>6</td>
<td>Use and reference academic sources to support arguments.</td>
<td>LO3</td>
</tr>
</tbody>
</table>

Task Length: A maximum of 3,500 words including the executive summary.

Due by date: Week 10

Assessment Task 4: Examination - invigilated (externally - Exams Office)

Exam - This is a closed-book exam, which may include multiple-choice, case-study, and essay questions. More information will be provided towards the end of the semester.

<table>
<thead>
<tr>
<th>Criterion Number</th>
<th>Criterion Description</th>
<th>Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Explain theories and concepts related to international business.</td>
<td>LO1</td>
</tr>
<tr>
<td>2</td>
<td>Describe and discuss international business practices.</td>
<td>LO1</td>
</tr>
<tr>
<td>3</td>
<td>Apply key concepts, principles and theories to international business practices.</td>
<td>LO2</td>
</tr>
<tr>
<td>4</td>
<td>Identify, collect and analyse information related to international business.</td>
<td>LO2</td>
</tr>
<tr>
<td>5</td>
<td>Develop, justify and present arguments related to international business issues.</td>
<td>LO2</td>
</tr>
<tr>
<td>6</td>
<td>Write using the language of international business.</td>
<td>LO3</td>
</tr>
<tr>
<td>7</td>
<td>Write a structured and formatted business report.</td>
<td>LO3</td>
</tr>
</tbody>
</table>
How your final result is determined

To pass this unit, you need to demonstrate your attainment of each of the Intended Learning Outcomes.

Your grade will be determined in the following way:

Your overall mark in this unit will be determined by combining your results from each assessment task. These marks are combined to reflect the percentage weighting of each task. You need to achieve an overall score of at least 50% to successfully complete this unit. It is expected that you will seek help (from the unit coordinator in the first instance), well before the due date, if you are unclear about the requirements for an assessment task.

- PP (pass) at least 50% of the overall mark but less than 60%
- CR (credit) at least 60% of the overall mark but less than 70%
- DN (distinction) at least 70% of the overall mark but less than 80%
- HD (high distinction) at least 80% of the overall mark

All grades are provisional, until confirmation by the Assessment Board at the end of semester.

Submission of assignments

The act of submitting your assignment will be taken as certification that it is your own work.

Assignments must be submitted electronically through the relevant assignment tab in MyLO. You must ensure that your name, student ID, unit code, tutorial time and tutor's name (if applicable) are clearly marked on the first page. If this information is missing, the assignment will not be accepted and, therefore, will not be marked.

Where relevant, Unit Coordinators may also request you to submit a paper version of your assignment. You will be advised by the Unit Coordinator of the appropriate process relevant to your campus.
Please remember that you are responsible for lodging your assessment items on or before the due date and time. We suggest you keep a copy. Even in a perfect system, items sometimes go astray.

Requests for extensions

In this Policy:

1. (a) ‘day’ or ‘days’ includes all calendar days, including weekends and public holidays;
   
   (b) ‘late’ means after the due date and time; and
   
   (c) ‘assessment items’ includes all internal non-examination based forms of assessment

2. This Policy applies to all students enrolled in TSBE Units at whatever Campus or geographical location.

3. Students are expected to submit assessment items on or before the due date and time specified in the relevant Unit Outline. The onus is on the student to prove the date and time of submission.

4. Students who have a medical condition or special circumstances may apply for an extension. Requests for extensions should, where possible, be made in writing to the Unit Coordinator on or before the due date. Students will need to provide independent supporting documentation to substantiate their claims

Penalties

Late submission of assessment items will incur a penalty of 10% of the total marks possible for that piece of assessment for each day the assessment item is late unless an extension had been granted on or before the relevant due date.

Assessment items submitted more than five (5) days late will not be accepted.

Academic staff do NOT have the discretion to waive a late penalty, subject to clause 4 above.
Review of results and appeals

Review of Assessment is available to all students once the University has released the final result for a unit. If you are dissatisfied with your final result, you may apply to have it reviewed. Applications for a review of assessment are due within 10 working days of the release of the final result in the unit. When applying for a review, you must pay an AUD$50 fee.

If you wish to have a piece of internal assessment reviewed as part of the review process, please state this clearly on the application form referred to above and include that assessment item with your application.

Please read and follow the directions provided by the University at:

Academic referencing

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others, and how to maintain academic integrity.

The University library provides information on presentation of assignments, including referencing styles and should be referred to when completing tasks in this unit.

Please read the following statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer.

Plagiarism

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines. You may also find the Academic Honesty site on MyLO of assistance.

The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University.

The University and any persons authorised by the University may submit your assessable works to a plagiarism checking service, to obtain a report on possible instances of plagiarism. Assessable works may also be included in a reference database. It is a condition of this arrangement that the original author's permission is required before a work within the database can be viewed.

For further information on this statement and general referencing guidelines, see the Plagiarism and Academic Integrity page on the University web site or the Academic Honesty site on MyLO.
Academic misconduct

Academic misconduct includes cheating, plagiarism, allowing another student to copy work for an assignment or an examination, and any other conduct by which a student:

a. seeks to gain, for themselves or for any other person, any academic advantage or advancement to which they or that other person are not entitled; or

b. improperly disadvantages any other student.

Students engaging in any form of academic misconduct may be dealt with under the Ordinance of Student Discipline, and this can include imposition of penalties that range from a deduction/cancellation of marks to exclusion from a unit or the University. Details of penalties that can be imposed are available in Ordinance 9: Student Discipline – Part 3 Academic Misconduct.
WHAT LEARNING OPPORTUNITIES ARE THERE?

MyLO

MyLO is the online learning environment at the University of Tasmania. This is the system that will host the online learning materials and activities for this unit.

Getting help with MyLO

It is important that you are able to access and use MyLO as part of your study in this unit. To find out more about the features and functions of MyLO, and to practice using them, visit the Getting Started in MyLO unit.

For access to information about MyLO and a range of step-by-step guides in pdf, word and video format, visit the MyLO Student Support page on the University website. If something is not working as it should, contact the Service Desk (Service.Desk@utas.edu.au, phone 6226 1818), or Request IT Help Online.

Resources

Required readings


Students are also required to read the materials provided on MyLO and related International Business textbooks available in the library.

Recommended readings

A recommended text is a resource that you can use to broaden your understanding of the topics covered in this unit. You may also find a recommended text helpful when conducting research for assignments.


Gaspar, JE, et al., 2014, Introduction to global business: understanding the international environment and global business functions, Cengage Learning, Mason, OH, USA.


In addition to the texts/software recommended above, you are also expected to be familiar with the key academic journals in the discipline from which useful insights may be derived. In particular, you are encouraged to review regularly the relevant papers that are published in:

- Asia Week
- Australian Financial Review
- Business Review Weekly
- Columbia Journal of World Business
- Far Eastern Economic Review
- International Business Review
- Journal of International Business Studies
- Journal of World Business
- Management International Review
- The Australian Financial Review
- The Economist
- Thunderbird International Business Review

**Reading Lists**

Reading Lists provide direct access to all material on unit reading lists in one place. This includes eReadings and items in Reserve. You can access the Reading List for this unit from the link in MyLO, or by going to [the Reading Lists page](#) on the University Library website.

**Other Required Resources**

N/A
Activities

Learning expectations

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.

Details of teaching arrangements

Thirteen (13) two-hour lectures and twelve (12) one-hour tutorials will be held weekly throughout the semester. The tutorials will not start until Week 2. The finalised timetable for the lectures and tutorials will be advised by AIEN.

Specific attendance/performance requirements

In this unit, your active engagement will be monitored in the following way:

1. Active participation in the tutorial discussion
2. Completion of assessment tasks

If you do not demonstrate evidence of having engaged actively with this unit by completing these two activities by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

Teaching and learning strategies

The University is committed to a high standard of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers. The University’s Code of Conduct for Teaching and Learning states:

Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.
During the first four weeks of this semester, your participation and engagement in this unit will be monitored. If you do not demonstrate evidence of having engaged actively with this unit by Week 4 of semester, your enrolment may be cancelled or you may be withdrawn from the unit.

These are some of the expectations we have of you as a student enrolled in this unit:

To succeed in this unit, you will need to:

• On a weekly basis, complete the assigned tasks, including set readings and recordings. You will need to show what you have learned by completing preparation tasks namely online a quiz. You will be given these tasks to complete most weeks of the unit and these need to be completed in MyLO by the set deadlines.

• You are expected to actively participate in workshops (whether face-to-face or online). During class, you will be asked to work with other students. You must have completed the preparation activities to be able to contribute your ideas and feedback during group activities.

• You must do your own work. It is OK to share ideas with your class mates. However, copying your class mates’ work or copying word-for-word from the textbook or other source without referencing is bad. We consider this to be plagiarism which has very serious consequences.

**Work Health and Safety (WHS)**

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University’s [Work Health and Safety website](#) and policy.

**Communication**

**TO KEEP UP WITH ANNOUNCEMENTS REGARDING THIS UNIT**

Check the MyLO Announcement tool at least once every two days. The unit Announcement will appear when you first enter our unit’s MyLO site. Alternatively, click on the Announcement button (towards the top of the MyLO screen) at any time.

**WHEN YOU HAVE A QUESTION**

Other students may have the same question that you have. Please go to the Ask the Class Discussion forum on the unit’s MyLO site. Check the posts that are already there – someone may have answered your question already. Otherwise, add your question as a new topic. Students are encouraged to support each other using this forum – if you can answer someone’s question, please do. We will attempt to respond to questions within 48 business hours. If your question is related to a personal issue or your
performance in the unit, please contact the appropriate teaching staff member by email instead.

WHEN YOU HAVE AN ISSUE THAT WILL IMPACT ON YOUR STUDIES OR THE SUBMISSION OF AN ASSESSMENT TASK

If you have a personal question related to your studies or your grades, please contact teaching staff by email.

For general questions about the unit, please add them to the Ask the Class Discussion forum on the unit's MyLO site. This way, other students can also benefit from the answers.

A NOTE ABOUT EMAIL CORRESPONDENCE

You are expected to check your UTAS email (WebMail) on a regular basis – at least three times per week. To access your WebMail account, login using your UTAS username and password at https://webmail.utas.edu.au/.

You are strongly advised not to forward your UTAS emails to an external email service (such as gmail or Hotmail). In the past, there have been significant issues where this has occurred, resulting in UTAS being blacklisted by these email providers for a period of up to one month. To keep informed, please use your UTAS email as often as possible.

We receive a lot of emails. Be realistic about how long it might take for us to respond.

Concerns and complaints

The University is committed to providing an environment in which any concerns and complaints will be treated seriously, impartially and resolved as quickly as possible. We are also committed to ensuring that a student may lodge a complaint without fear of disadvantage. If you have a concern, information about who to contact for assistance is available on the [How to resolve a student complaint] page.

Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life-planning issues, disability or illness which may affect your course of study, you are advised to raise these with the unit coordinator in the first instance.

There is a range of University-wide support services available to you including [Student Learning Support], [Student Advisers], [Disability Services], and more which can be found on the [Student Support and Development] page of the University website.

Should you require assistance in accessing the Library, [visit their website] for more information.
<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATE BEGINNING</th>
<th>TOPIC/ MODULE/ FOCUS AREA</th>
<th>DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>25 February</td>
<td>Introduction and Globalisation</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>4 March</td>
<td>Country Differences (Political Economy, Economic Development, Culture &amp; Ethics)</td>
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<tr>
<td>3</td>
<td>11 March</td>
<td>Theories and Political Economy of International Trade</td>
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<tr>
<td>4</td>
<td>18 March</td>
<td>Foreign Direct Investment</td>
<td></td>
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<tr>
<td>5</td>
<td>25 March</td>
<td>Region Economic Integration</td>
<td>In Class Test – Week 5</td>
</tr>
<tr>
<td>6</td>
<td>1 April</td>
<td>Global Monetary system (Foreign Exchange Market, International Monetary System, &amp; Global Capital Market</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>8 April</td>
<td>The Strategy and Organisation of International Business</td>
<td>Individual Outline – Monday 8 April (Week 7) at 14:00 Beijing time</td>
</tr>
<tr>
<td>8</td>
<td>15 April</td>
<td>Entry Strategy and Strategic Alliances</td>
<td></td>
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<td></td>
<td></td>
<td><strong>Mid-semester break 18 – 24 April (inclusive)</strong></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>22 April</td>
<td>Entry Strategy and Strategic Alliances</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>29 April</td>
<td>Exporting, Importing and Countertrade</td>
<td>Group Report – Monday 29 April (Week 10) at 14:00 Beijing time</td>
</tr>
<tr>
<td>11</td>
<td>6 May</td>
<td>Global Production, Outsourcing and Logistics</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>13 May</td>
<td>Global Marketing and R&amp;D</td>
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<tr>
<td>13</td>
<td>20 May</td>
<td>Global Human Resource Management</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>27 May</td>
<td>Accounting and Finance in the International Business, Overview</td>
<td></td>
</tr>
</tbody>
</table>

SOU Examination period commences 8 June
ACCREDITATION

AACSB Accreditation

The Tasmanian School of Business and Economics (TSBE) is currently in the process of applying for business accreditation with the Association to Advance Collegiate Schools of Business (AACSB) – the lead program for accrediting business schools globally. AACSB seeks to connect educators, students, and business to achieve a common goal – to create the next generation of business leaders.

By joining AACSB and going through the accreditation process, TSBE is joining a global alliance committed to improve the quality of business education around the world, and to share the latest innovations in business education. Gaining Business Accreditation with AACSB is a multi-year process involving TSBE demonstrating our performance against the 15 accreditation standards.

Once complete, TSBE will join a select community of accredited business schools, with only 7% of all business schools globally having completed the AACSB process. This will further enhance the reputation of TSBE, and further enhance the global recognition of your qualifications. To find out more about AACSB click here.