

**BMA181/281**  
**Introduction to International**  
**Business**

*Semester 2, 2009*

This unit will be offered in:

**Hobart**

The lecturer responsible will be:

**Dr Fan Liang (Lecturer-in-Charge)**

Room: 302 (Hobart)

Phone: 6226 1710

Email: Fan.Liang@utas.edu.au

**<http://www.utas.edu.au/mgmt/student.htm>**

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## Introduction to the Unit

International business refers to a wide range of business activities undertaken across national borders. In the past several decades, international business, and particularly international trade and foreign direct investment, has drawn the attention of business executives, government officials and academics. International business has many similarities with domestic business. However, there are significant differences between international business and domestic business. At the international level, the globalisation of the world economy and differences between countries present both opportunities and challenges to international businesses. Business managers need to take account of the complex environment when making international strategic decisions and managing ongoing international operations.

Three generic themes are covered in this unit, including the environmental context facing international businesses, international business strategies, and operational management of international business activities. The aim of this unit is to help students gain knowledge of the complex international environment and the corresponding strategic decision-making and operational management of international businesses, and develop critical thinking skills in analysing practical issues related to international business.

### Enrolment in the unit

Unless there are exceptional circumstances, students should not enrol in BMA units after the end of week two of semester, as the School cannot guarantee:

- that any extra assistance will be provided by the teaching team in respect of work covered in the period before enrolment; and
- that penalties will not be applied for the late submission of any piece or pieces of assessment that were due during that period.

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## Learning Outcomes

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

- Assess the diverse and complex environment facing international businesses.
- Understand the mechanisms of international trade, foreign direct investment and international capital markets.
- Analyse strategies and organisational structures adopted by international businesses.
- Understand the operational management of international businesses in a cross-cultural environment.
- Assess major international events and their impacts on international businesses.

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## Generic Graduate Attributes

The University has defined a set of generic graduate attributes (GGAs) that can be expected of all graduates (see <http://www.utas.edu.au/tl/policies/index.htm>). By undertaking this unit you should make progress in attaining the following attributes:

### Knowledge

- A sound understanding of concepts, principles and theories in international business area.
- Knowledge of major international events that have impacts on international business.

### Communication Skills

- Competencies in information literacy.
- Skills of writing well-reasoned business reports.
- Capabilities to use professional knowledge in verbal and written communication.

#### Problem Solving Skills

- Abilities to identify practical issues critical to international business activities.
- Abilities to creatively use theories to resolve practical issues of international business.
- Skills of working both independently and in a team environment.

#### Global Perspective

- Awareness of the globalised, yet diverse, socio-economic environment of the world.
- Acknowledgement of diverse cultures, values and traditions of different countries.

#### Social Responsibility

- Awareness of ethical implications of, and for, international business activities.

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## Co-requisites

BMA101 Introduction to Management.

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## Texts

### Prescribed Text

Hill, C.W.L. 2009. *International business: Competing in the global marketplace* (7<sup>th</sup> ed.). New York: McGraw-Hill.

### School Publications

Students must obtain the following electronic publications which are available from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

*Writing Assignments: A Guide*

*Referencing Style Manual*

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## Recommended Reading

The publications listed below are highly recommended for further reading on the topics covered in the unit.

### Books

Buckley, P.J. & Casson, M. 1976. *The future of multinational enterprise*. London: Macmillan.

Caves, R.E. 1996. *Multinational enterprise and economic analysis* (2<sup>nd</sup> ed). Cambridge: Cambridge University Press.

Czinkota, M. R. et al. 2009. *Fundamentals of international business* (1<sup>st</sup> Asia-Pacific edition). Milton, Qld: John Wiley & Sons Australia.

- Daniels, J. D., Radebaugh, L. H. & Sullivan, D. P. 2009. *International business: Environments and operations* (12<sup>th</sup> ed.). New jersey: Person Education International.
- Dowling, P., Liesch, P., Gray, S. J. & Hill, C. W. L. 2009. *International business* (1<sup>st</sup> ed.). Sydney: McGraw-Hill.
- Dunning, J.H. 1993. *Multinational enterprise and the global economy*. Reading, MA: Addison-Wesley.
- Hanson, D., *et al.* 2002. *Strategic management: Competitiveness and globalisation* (Pacific Rim edition). Australia: Thomson.
- Deresky, H. 2008. *International management: Managing across borders and cultures (text and cases)* (6<sup>th</sup> ed.). Upper Saddle River, New Jersey: Pearson Education.
- Hymer, S. 1976. *The international operations of national firms: A study of direct foreign investment*. Cambridge: MIT Press.
- Browaeyes, M-J. & Price, R. 2008. *Understanding cross-cultural management*. Harlow, England: Prentice Hall-Pearson Education Limited.
- Morrison, J. 2006. *The international business environment: Global and local marketplaces in a changing world* (2<sup>nd</sup> ed.). Hampshire: Palgrave Macmillan.
- Peng, M. W. 2009. *Global business*. Mason, USA: South-Western Cengage Learning.
- Porter, M.E. 1990. *The competitive advantage of nations*. New York: Free Press.
- Verbeke, A. 2009. *International business strategy: Rethinking the foundations of global corporate success*. New York: Cambridge University Press.
- Wild, J. J., Wild, K. L. & Han, J. C. Y. 2010. *International business: The challenges of globalisation* (5<sup>th</sup> ed.). Boston: Pearson.

In addition to the above books, other international business textbooks are also useful sources for your studies.

## **Journals and Periodicals**

Apart from books, you will find it valuable to get into the practice of reading relevant articles from journals and periodicals (including newspapers and magazines).

*Asia Week*

*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*

## Websites

Academy of International Business

<http://www.aibworld.net/>

Australian Bureau of Statistics

<http://www.abs.gov.au/>

The Australian Department of Foreign Affairs & Trade

<http://www.dfat.gov.au/>

Australia-New Zealand International Business Academy

<http://www.anziba.org/>

Asian Development Bank

<http://www.adb.org/>

APEC (Asia-Pacific Economic Cooperation)

<http://www.apecsec.org.sg/>

The Australian Financial Review

<http://www.afr.com.au/>

AUSTRADE (Australian Trade Commission)

<http://www.austrade.gov.au/>

ASEAN (The Association of Southeast Asian Nations)

<http://www.aseansec.org/>

Business Review Weekly

<http://www.brw.com.au/>

European Union

<http://europa.eu/>

IMF (International Monetary Fund)

<http://www.imf.org/>

OECD (Organisation for Economic Cooperation and Development)

[http://www.oecd.org/home/0,2605,en\\_2649\\_201185\\_1\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/home/0,2605,en_2649_201185_1_1_1_1_1,00.html)

UNCTD (United Nations Conference on Trade and Development)

<http://www.unctad.org/>

World Bank

<http://www.worldbank.org>

WTO (World Trade Organisation)

<http://www.wto.org/>

## Other Library Resources

- Library Assistance & Training: <http://www.utas.edu.au/library/assist/>
- UTas Library Catalogue: <http://www.utas.edu.au/library/>
- Online database: <http://www.utas.edu.au/library/info/dbase/index.html>
- eReserve: <http://www.utas.edu.au/library/cat/ereserve.html>
- Library Subject Guide: Company Information: <http://www.utas.edu.au/library/info/subj/company.html>
- Library Subject Guide: Management <http://www.utas.edu.au/library/info/subj/management.html>

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## Flexible Learning: MyLO

MyLO software has been incorporated into the delivery of this unit to enhance the learning experience by providing access to up to date course materials and by allowing for online discussion through this web-based environment.

To access MyLO from your own computer you will need the appropriate software, and hardware to run that software. See **Learning Online** <http://uconnect.utas.edu.au/> for computer software you will need.

**Note:** Older computers may not have the hardware to run some of the required software applications. Contact your local IT support person or the Service Desk on 6226 1818 if you experience difficulties.

### Privacy Policy and Notice

The School of Management takes the utmost care to protect the privacy and security of your personal information and to ensure its accuracy.

If you have any concerns about your privacy in MyLO please contact the lecturer-in-charge of this unit or view the University of Tasmania MyLO Privacy Policy Statement available from the university website on <http://www.utas.edu.au/coursesonline/privacy.htm>.

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## Assessment

In order to pass this unit you must achieve an overall mark of at least 50 per cent of the total available marks. Details of each item of Coursework are provided in the Assignment Topics section.

Method of Assessment	Value	Due Date	Length*
<b>Coursework</b>			
In-lecture Test	15	Week 5 (week beginning 10 Aug)	45 minutes, beginning of lecture
Assignment – Part 1 (individual outline)	5	Monday, 24 Aug	1 – 2 pages
Assignment – Part 2 (group report)	20	Monday, 21 Sep	2,000 words report plus executive summary
<b>Examination</b>	60	Exam Period	3 hours
Total Marks	100		

\* **Word Limit:** The word count includes such items as headings, in-text references, quotes and executive summaries. It **does not** include the reference list at the end of the assignment.

### Study Week

All undergraduate units offered by the School of Management are scheduled to include a Study Week. The dates for this Semester are shown in the attached Study Schedule.

The purpose of the Study Week is to allow students an opportunity to consolidate their studies thus far, and to research coming assignments.

## **Test**

### ***Format***

The test is worth 15 per cent of your overall marks and will be based on the materials of Weeks 1–4 (including both the lectures and tutorials). The test will be held in the first half of the lecture in Week 5, and will last for 45 minutes including reading time. The test may include multiple choice questions and essay questions. More information will be provided prior to the test.

## **Examination**

### ***Format***

The final exam will be of three hours' duration. It is a closed-book exam and no materials are permitted in the exam. The exam is worth 60 per cent of your assessment. The exam may consist of essay and case study questions. The best preparation for the exam is consistent work throughout the semester.

### ***Scheduled date and place***

Your final examination for this unit will be held during the scheduled examination period as indicated by Student Administration in correspondence to you.

Examinations will normally be scheduled Monday to Saturday inclusive. Examinations may be held during the day or evening and students should consult the university information which will be made available towards the end of semester.

You are advised to make any necessary arrangements with employers now for time off during examination period to sit this examination. Your participation at the scheduled time is not negotiable unless there are exceptional circumstances.

**Note that you will be expected to sit the examination at your recorded study centre.**

### ***Supplementary Examination***

Except in special circumstances and on the recommendation of the lecturer-in-charge or the Head of School, a student who fails will not be granted a supplementary examination.

## **Special Consideration and Student Difficulties**

If a student is experiencing difficulties with their studies or assignments, have personal or life planning issues, disability or illness which may affect their course of study, they are advised to raise these with their lecturer in the first instance. Students may also contact the Student Adviser, who will be able to help in identifying the issues that need to be addressed, give general advice, assist by liaising with academic staff, as well as referring students to any relevant University-wide support services. The Student Adviser is located in room 318a in the Commerce Building in Hobart and is contactable by phone on 6226 1916. In Launceston the Student Adviser is located in room A168 in Building A and is contactable by phone on 6324 3312. There is also a range of University-wide support services available including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/index.html>

Should a student require assistance in accessing the Library, visit their website for more information at <http://www.utas.edu.au/library/>

Students who have completed their examinations and who feel that they have been disadvantaged due to illness or other circumstances affecting their study, may fill out a form to request that their lecturer takes this into consideration when marking the examination. Forms should be submitted directly to the relevant school, accompanied by appropriate supporting documentation, as soon as possible after the completion of the examination. Granting of special consideration is at the discretion of the lecturer and school. The relevant form can be found at the following website:

[http://www.studentcentre.utas.edu.au/examinations\\_and\\_results/forms\\_files/index.htm#eits](http://www.studentcentre.utas.edu.au/examinations_and_results/forms_files/index.htm#eits)

Students with a non-English speaking background may be permitted to take a bilingual dictionary into an exam. This dictionary must not be annotated, that is, it must have no notes written in it. In order to use a bilingual dictionary students must request permission from the Student Centre.

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## Submission of Coursework

### Lodging Coursework

All Coursework must have the School of Management Assignment Cover Sheet and Title Page attached, both of which are available as a blank template from the School of Management website:

<http://www.utas.edu.au/mgmt/student.htm>

**All assignments must include the tutor's name on the assignment Cover Sheets when they are handed in. If this is not done the assignment will not be accepted and therefore marked.**

Please remember that you are responsible for lodging your Coursework on or before the due date. We suggest you keep a copy. Even in the most 'perfect' of systems, items sometimes go astray.

Note that you may also be required to submit an electronic copy of your Coursework. More details of this will be given in Lectures.

*Hobart students:* Lodge in assignment box next to room 321, Commerce & Economics Building.

*Launceston students:* Lodge in assignment box beside room A170.

**All coursework must be handed in at 2.00 pm on the due date.**

### Late Coursework

#### *Written Work*

Extensions will only be granted on medical or compassionate grounds and will not be granted because of work or other commitments. Requests for extensions should be **made in writing** to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the extension sought.

Late assignments which have **not** been granted an extension will, at the lecturer's discretion, be penalised by deducting ten per cent of total marks for each full day overdue.

Assignments submitted more than six days late will normally not be accepted by the lecturer-in-charge.

## ***Tests***

Students who are unable to sit a test on medical or compassionate grounds (work or other commitments are not considered 'compassionate grounds') may request that they be permitted to submit alternative Coursework.

Please do not expect a special test to be held for you if you choose to go on holidays or undertake other activities on the scheduled date. If you do need to request alternative Coursework, you should do so in writing to the lecturer-in-charge prior to the due date. Medical certificates or other evidence must be attached and must contain information which justifies the request. The telephone number of the doctor should also be included.

## **Return of Coursework**

Coursework will be returned during classes or it can be collected from the lecturer's or tutor's room at nominated times; it will not be available from the School's offices.

## **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; or
- 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, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>.

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. Details of penalties that can be imposed are available in the Ordinance of Student Discipline—Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/ord9.pdf>

**The University reserves the right to submit (or to require you to submit) assignments to online plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.**

## **Occupational health and safety (OH&S)**

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 policy at: [http://www.admin.utas.edu.au/hr/ohs/pol\\_proc/ohs.pdf](http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf)

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# Tutorial Program

## Tutorial Questions for Discussion

Tutorials are an important part of your studies for this unit. You are required to be well prepared for each tutorial in advance so that you can contribute to, and get the most from, tutorial discussion. Your contribution to tutorial discussion can be in various forms including, but not limited to, presenting your answers to a question, posing questions, and making comments on other students' answers.

Note that the tutorial program does not start until Week 2 of semester.

### *Week 2 (Globalisation)*

1. "The study of international business is fine if you are going to work in a large multinational enterprise, but it has no relevance for individuals who are going to work in small firms." Evaluate this statement.
2. How might the Internet and the associated World Wide Web affect international business activity and the globalisation of the world economy?
3. Read the case study "IKEA-The Global Retailer" (text p. 36), then answer case discussion questions 1-3 provided at the end of the case study.

### *Week 3 (Differences between Countries)*

1. Outline why the culture of a country might influence the costs of doing business in that country. Illustrate your answer with examples.
2. A visiting American executive finds that a foreign subsidiary in a poor nation has hired a 12-year-old girl to work on a factory floor, in violation of the company's prohibition on child labour. He tells the local manager to replace the child and tell her to go back to school. The local manager tells the American executive that the child is an orphan with no other means of support, and she will probably become a street child if she is denied work. What should the American executive do?
3. Read the case study "Indonesia-The Troubled Giant" (text pp. 81-82), then answer case discussion questions 1, 2 & 4 provided at the end of the case study.

### *Week 4 (The Theories and Political Economy of International Trade)*

1. What are the potential costs of adopting a free trade regime? Do you think that governments should do anything to reduce these costs? What?
2. Whose interests should be the paramount concern of government trade policy – the interests of producers (businesses and their employees) or those of consumers?
3. Read the case study "Trade in Information Technology and U.S. Economic Growth" (text pp. 197-198), then answer the case discussion questions 1-3 provided at the end of the case study.

### *Week 5 (The Theories and Political Economy of FDI)*

1. In 2004, inward FDI accounted for some 24 per cent of gross fixed capital formation in Ireland, but only 0.6 per cent in Japan. What do you think explains this difference in FDI inflows into the two countries?
2. Compare and contrast these explanations of FDI: internalisation theory, Vernon's product life-cycle theory, and Knickerbocker's theory of FDI. Which theory do you think offers the best explanation of the historical pattern of FDI? Why?
3. Read the case study "Cemex's Foreign Direct Investment" (text pp. 269-271), then answer the case discussion questions 1-3 provided at the end of the case study.

### ***Week 6 (Regional Economic Integration)***

1. What are the economic and political arguments for regional economic integration? Given the arguments, why don't we see more integration in the world economy?
2. What effect is creation of a single market and a single currency within the EU likely to have on competition within the EU? Why?
3. Read the Management Focus case, "The European Commission and Media industry Mergers" (text p. 284), then answer the following questions:
  - a. Given that both AOL and Time Warner were based in the United States, do you think the European Commission had a right to review and regulate their planned merger?
  - b. Were the concessions extracted by the European Commission from AOL and Time Warner reasonable? Whose interests was the commission trying to protect?
  - c. What precedent do the actions of the European Commission in this case set? What are the implications for managers of foreign enterprises with substantial operations in Europe?

### ***Week 7 (Study Week – no tutorials)***

### ***Week 8 (Global Monetary System)***

1. The interest rate on South Korean government securities with one-year maturity is 4 per cent, and the expected inflation rate for the coming year is 2 per cent. The US interest rate on government securities with one-year maturity is 7 per cent, and the expected rate of inflation is 5 per cent. The current spot exchange rate for Korea won is \$1 = W1,200. Forecast the spot exchange rate one year from today. Explain the logic of your answer.
2. A firm based in Mexico has found that its growth is restricted by the limited liquidity of the Mexican capital market. List the firm's options for raising money on the global capital market. Discuss the pros and cons of each option, and make a recommendation. How might your recommended options be affected if the Mexican peso depreciates significantly on the foreign exchange markets over the next two years?
3. Read the case study "China's Managed Float" (text p. 383), then answer case discussion questions 1-3 provided at the end of the case study.

### ***Week 9 (The Strategy and Organisation of International Business)***

1. Plot the position of the following firms on Figure 12.8: Procter & Gamble, IBM, Nokia, Coca-Cola, Dow Chemical, US Steel, and McDonald's. In each case, justify your answer.
2. If a firm is changing its strategy from an international to a transnational strategy, what are the most important challenges it is likely to face in implementing this change? How can the firm overcome these challenges?
3. Read the case study "A Decade of Organisational Change at Unilever" (text pp. 481-482), then answer case discussion questions 1-3 provided at the end of the case study.

### ***Week 10 (Entry Strategies)***

1. Discuss how the need for control over foreign operations varies with firms' strategies and core competencies. What are the implications for the choice of entry mode?
2. You are the assistant to the CEO of a small textile firm that manufactures high-quality, premium priced, stylish clothing. The CEO has decided to see what the opportunities are for exporting and has asked you for advice as to the steps the company should take. What advice would you give to the CEO?
3. Read the case study "Tesco Goes Global" (text pp. 513-514), then answer case discussion questions 1, 2 & 4 provided at the end of the case study.

### ***Week 11 (Global Production, Outsourcing and Logistics)***

1. An electronics firm is considering how best to supply the world market for microprocessors used in consumer and industrial electronic products. A manufacturing plant costs approximately \$500 million to construct and requires a highly skilled work force. The total value of the world market for this product over the next 10 years is estimated to be between \$10 billion and \$15 billion. The tariffs prevailing in this industry are currently low. Should the firm adopt a concentrated or decentralised manufacturing strategy? What kind of location(s) should the firm favour for its plant(s)?
2. A firm must decide whether to make a component part in-house, or to contract it out to an independent supplier. Manufacturing the part requires a non-recoverable investment in specialised assets. The most efficient suppliers are located in countries with currencies that many foreign exchange analysts expect to appreciate substantially over the next decade. What are the pros and cons of (a) manufacturing the component in-house, and (b) outsourcing manufacture to an independent supplier? Which option would you recommend? Why?
3. Read the case study “Microsoft-Outsourcing Xbox Production” (text pp. 586-587), then answer case discussion questions 1, 2 & 4 provided at the end of the case study.

### ***Week 12 (Global Marketing and R&D)***

1. Within 20 years, we will have seen the emergence of enormous global markets for standardised consumer products. Do you agree with this statement? Justify your answer.
2. You are the marketing manager of a food products company that is considering entering the Indian market. The retail system in India tends to be very fragmented. Also, retailers and wholesalers tend to have long-term ties with Indian food companies, which makes access to distribution channels difficult. What distribution strategy would you advise the company to pursue? Why?
3. Read the case study “Kodak in Russia” (text pp. 619–620), then answer discussion questions 1-3 provided at the end of the case study.

### ***Week 13 (Global HRM)***

1. What are the main advantages and disadvantages of the ethnocentric, polycentric, and geocentric approaches to staffing policy? When is each approach appropriate?
2. What is the link between an international business’s strategy and its human resource management policies, particularly with regard to the use of expatriate employees and their pay scale?
3. Read the case study “XCO” (text pp. 648-649), then answer case discussion questions 2-4 provided at the end of the case study.

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# Assignment Topics

## Assignment

*Due Date:* Assignment groups formed and topics decided: Monday, 3 August  
Part 1 (individual outline): Monday, 24 August (electronically)  
Part 2 (group report): Monday, 21 September (in hard copies)

*Length:* Part 1: 1 – 2 pages  
Part 2: 2000 words report and half pages executive summary

*Value:* Part 1: 5 marks  
Part 2: 20 marks

The external environment of multinational companies (MNCs) has significant impacts on the motivations of the MNCs to expand internationally, and therefore the distribution of foreign direct investment (FDI) can be influenced by major international events that change the environment facing MNCs. This assignment requires you to identify a current news event of international significance based on news reports, and discuss its impacts and implications for the distribution of inward FDI to your nominated country/region (or outward FDI from your nominated country/region). You are required to prepare a business report making suggestions for business executives to deal with the changing environment.

You may choose a news event from any print and electronic media, but the news event must have been no more than two years old since it has happened and still has significant impact on current FDI activities. Examples of past news events may include the Fourth Asia Development Forum held in the Republic of Korea, the privatisation of power sectors in the Philippines, and the double tax agreement between Australia and Malaysia. You are expected to read a wide range of articles when looking for a suitable news event. This is considered as an important part in your studies.

This assignment should be in report form, assuming your readers are business executives or policy makers, who would draw on your report to inform their decision-making. In addition to other common requirements for academic writing, the report should include the following major elements:

- An executive summary (about half-page long using single spaced, 12-point, Times New Roman fonts)
- A clearly defined scope of the issues you will analyse
- A descriptive analysis of the news event
- The implications of the news event for the distribution of FDI by referring to relevant theories
- Recommendations for business executives and/or policy makers
- End-referencing list

The assignment is divided into Part 1 and Part 2. You will work individually for Part 1 and in a group for Part 2. For Part 1, all members of a group will choose a common topic but each group member will work independently to prepare a one- to two-pages outline, which will be used as a flow chart for writing up the final group report. The outline should specify how you would structure the final group report by including a title, headings for four to six sections, several topic sentences or key points for each section, and at least three print and three online sources in the end references following the Harvard referencing style. Feedback on the individual outlines will be provided to inform you to prepare the final group report.

For Part 2, all members of a group will work together to complete a group report, drawing on the strengths and insights of the individual outlines of each member in the group. The final group report is expected to have no major problems in structure and in referencing styles. At least ten sources, three of which must be academic sources, should be referenced in the group report.

Through the assignment, you are expected to develop the following competencies:

- Independent working skills
- Teamwork and communication skills
- Library and online research skills
- Analytical capabilities to resolve practical issues
- Business report writing skills

Please note the following for the assignment:

- Assignment groups will be formed by students from the same tutorial class, with two or three students in one group
- Once a news event has been picked up by a group, it will not be available to other groups in the same tutorial class. You are therefore encouraged to start your work early to avoid disappointment
- The Evaluation Sheet for Assignment Part 1 as shown on Page 15 should be completed and attached onto the top of the individual outline
- The Contribution Journal for Assignment Part 2 shown on page 16 should be completed and attached to your group report
- This assignment is not meant to be completed in several days. Please allow sufficient time for your work

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**Evaluation Sheet**

**Assignment Part 1 (Individual Outline)**

Name:

Student ID:

Topic:

Names of Your Other Group Members:

Marks:        / 5

Marker:

	Excellent	Good	Satisfactory	Acceptable	Poor
Appropriateness of the title and headings					
Logical flow of information between sections					
Coherence and relevance of ideas in each section					
End-references					

Comments:

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**Contribution Journal**  
**Assignment Part 2 (Group Report)**

Title of the Report:			
Number of Words:			
	<i>Member 1</i>	<i>Member 2</i>	<i>Member 3</i>
Name or ID:			
Tutor's Name:			
Tutorial Time:			
<b>Contribution:</b>			
Research the news			
Research theories			
Writing introduction			
Writing body			
Writing conclusion			
Editing and proofreading			
Other task (specify):			
Other task (specify):			
Other task (specify):			

*Note:* Please insert either 0 (= no contribution), 1 (= low contribution), 2 (= medium contribution), or 3 (= high contribution) in each cell on the lower part of the form to indicate the contribution of each member. You may change the items or add new items based on what you have actually done.

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**Evaluation Sheet**

**Assignment Part 2 (Group Report)**

Name: \_\_\_\_\_ Total Marks: \_\_\_\_\_ / 20

Name: \_\_\_\_\_

Name: \_\_\_\_\_ Marker: \_\_\_\_\_

	Excellent	Good	Satisfactory	Acceptable	Poor
Professionalism of the report (layout, referencing, language, etc.)					
Structure/logic of writing (organisation of materials)					
Depth of analyses (concepts & theories, evidence, critical evaluation)					
Relevance & adequacy of information (arguments relevant to the topic)					
Quality of recommendation /conclusion					

Comments:

## Study Schedule

Semester 2, 2009

Week	Start of Week	Text Chapter	Topic	Due Dates
1	13 July	1	Globalisation	
2	20 July	2, 3 & 4	Differences between countries	
3	27 July	5 & 6	The theories and political economy of international trade	
4	3 August	7	The theories and political economy of FDI	Assignment groups formed and topics decided – 3 August
5	10 August	8	Regional economic integration	In-lecture test
6	17 August	9, 10 & 11	Global monetary system	
7	24 August		<i>Study Week</i>	Assignment Part 1 (individual outline) – 24 August
Mid-Semester Break 31 August – 4 September				
8	7 September	12 & 13	The strategy and organisation of international business	
9	14 September	14 & 15	Entry strategies	
10	21 September	16	Global production, outsourcing and logistics	Assignment Part 2 (group report) – 21 September
11	28 September	17	Global marketing and R&D	
12	5 October	18	Global HRM	
13	12 October	19, 20	International accounting and finance;  Overview	
A Calendar/Study Planner showing dates is available from School of Management website at <a href="http://www.utas.edu.au/mgmt/student.htm">http://www.utas.edu.au/mgmt/student.htm</a> .				