Tasmanian School of Business and Economics

BMA702
INTERNATIONAL AND NATIONAL STUDY TOUR

Semester 2, 2019
Unit Outline

Associate Professor Stuart Crispin and Dr Rose Kling
CONTACT DETAILS

Unit coordinator

Unit coordinator: A/Prof Stuart Crispin
Campus: Hobart
Email: Stuart.Crispin@utas.edu.au
Phone: 0409287372
Room location and number: Cent113, Sandy Bay Campus
Consultation hours: By Appointment

Lecturer: Dr Rose Kling
Campus: Hobart
Email: Rose.Kling@utas.edu.au
Phone: 62262315
Room location and number: Cent117, Sandy Bay Campus
Consultation hours: By Appointment
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT IS THE UNIT ABOUT?</td>
<td>2</td>
</tr>
<tr>
<td><strong>UNIT DESCRIPTION</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>INTENDED LEARNING OUTCOMES</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>ALTERATIONS TO THE UNIT AS A RESULT OF STUDENT FEEDBACK</strong></td>
<td>3</td>
</tr>
<tr>
<td>HOW WILL I BE ASSESSED?</td>
<td>3</td>
</tr>
<tr>
<td><strong>ASSESSMENT SCHEDULE</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>ASSESSMENT DETAILS</strong></td>
<td>3</td>
</tr>
<tr>
<td>WHAT LEARNING OPPORTUNITIES ARE THERE?</td>
<td>4</td>
</tr>
<tr>
<td><strong>RESOURCES</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>ACTIVITIES</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>UNIT SCHEDULE</strong></td>
<td>6</td>
</tr>
<tr>
<td>ERROR! BOOKMARK NOT DEFINED</td>
<td></td>
</tr>
<tr>
<td>ACCREDITATION</td>
<td>6</td>
</tr>
<tr>
<td><strong>AACSB ACCREDITATION</strong></td>
<td>6</td>
</tr>
</tbody>
</table>
NOTICE

This Unit Outline refers to the Unit Outline Essential Information resource which includes information, policies and requirements relevant to this unit. You must read the Essential Information resource as it is considered part of this Unit Outline.

WHAT IS THE UNIT ABOUT?

Unit description

This unit is designed to enable students to be involved in a significant experiential national or international study tour opportunity. Many Tasmanian organisations do business with organisations or customers on the mainland or in foreign countries. Their managers need to have first-hand experience and knowledge of business in mainland states and/or with countries overseas to appreciate the complexities of national and international business operations. The national or international study tour will provide students with an invaluable opportunity to draw together theory and practice in the country or region visited. Some study tours will also take place in Tasmania and, in these cases, will be focused on the needs of overseas students to understand the industrial sectors, business cultures, and economics of Tasmania.

The unit involves participation in an intensive field trip to a country or region, usually in Europe, Asia or America. The intensive field trip (one to three weeks) includes visits to multinational corporations, universities and government departments. Students will be required to produce three pieces of work as part of the tour: a learning journal; a team (or in special circumstances, individual) presentation to the PG student body and/or TSBE teaching staff on return from the tour; and an individual report. Representatives of Tasmanian business and industry may also be invited to the presentations.

Intended Learning Outcomes

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

1. High level functioning knowledge about the industrial and economic structure, culture and politics of practising business, management, and leadership in the study tour destination, whether that be in Tasmania, the Australian mainland or overseas.

2. Ability to critically reflect on cultural differences, and how these differences impact upon business and management practices.

3. Ability to make a high-quality professional presentation on important dimensions of doing business in the study tour destination.
Alterations to the unit as a result of student feedback

The learning journal has been adapted so that it is completed by students as they participate in the tour, rather than after completion of the tour.

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>Assessment Task 1: Learning Journal</td>
<td>19/10/19</td>
<td>70%</td>
<td>LO1 &amp; 3</td>
</tr>
<tr>
<td>Assessment Task 2: Participation</td>
<td>26/10/19</td>
<td>30%</td>
<td>LO2 &amp; 3</td>
</tr>
</tbody>
</table>

Assessment details

Assessment Task 1 – Learning Journal

Task description

During the study tour you are required to keep a Learning Journal where you reflect on the business visits completed during the tour and compare these to your understanding of business theory and practices. In particular, you should:

1. Critically reflect on the economic, business, and management context, strategies, and practices in the tour destination.
2. Demonstrate in your journaling and interactions on tour your growing cultural awareness and cross-cultural skills.
3. Demonstrate in your journaling and interactions on tour a sensitivity to the moral dimensions of doing business in the study tour destination and in your journaling and tour group discussions how it might be possible to appropriately voice one’s professional moral values.
4. Based on your understanding of business theory and in-region/country research you are required to critically reflect on the impact of the strategic level industrial, economic, political and cultural contexts on conducting business in the study tour destination.

At the end of each day you should complete a reflection, and then you should do a final reflection in the weeks following the tour.

Criterion

| Criterion 1 | Identify, understand and reflect on the demands of organisational, regional and national histories, cultures and politics on how to practise as a manager and leader in the tour destination. | LO1 |
| Criterion 2 | Explain the economic, business, and management context, strategies, and practices in the tour destination. | LO1 |
| Criterion 3 | Design, create and present a professional presentation on the tour destination. | LO3 |
| Task length | Maximum of 400 words per reflection |
| Due by date | All reflections must be completed by 19 October 2019 @ 2.00pm |

### Assessment Task 2 – Participation

**Task description**
In this assessment task you are required to design, create and present a professional video presentation. The topic of your presentation will be negotiated with the unit coordinator prior to the start of the tour.

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Measures Intended Learning Outcome:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criterion 1</td>
<td>Critically analyse and reflect on the industrial, economic, political and cultural context to conducting business in the study tour destination and from a strategic perspective.</td>
</tr>
<tr>
<td>Criterion 2</td>
<td>Demonstrate heightened cultural awareness and cross-cultural skills.</td>
</tr>
<tr>
<td>Criterion 3</td>
<td>Conduct cross-cultural field work involving the analysis and evaluation of business in an unfamiliar cultural context.</td>
</tr>
<tr>
<td>Criterion 4</td>
<td>Design, create and present a professional presentation on the tour destination.</td>
</tr>
</tbody>
</table>

**Task length**
20 minutes/20 slides (MAXIMUM)

**Due by date**
26 October 2019 @ 2.00pm

### WHAT LEARNING OPPORTUNITIES ARE THERE?

#### Resources

**Required readings**
There are no required readings for this unit.

**Recommended readings**
There are number of sources that will be useful in understanding the economic landscape of Tasmania.

- Discover Tasmania
• **TCCI Tasmania Report 2018**
• **Business Tasmania**
• **Department of State Growth**
• **Census Data Tasmania**
• **Budget Papers - Overview of Tasmanian Economy**
• **Regional Development Australia - Tasmania**
• **DFAT - Tasmanian Exports**
• **Tasmanian Minerals, Manufacturing and Energy Council**

**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](http://universitylibrarywebsite) on the University Library website.

**Equipment, materials, software, accounts**

You will require a computer and internet access for this unit.

**Activities**

**Details of teaching arrangements***

There will be one face-to-face workshop for this unit, which will be held on Saturday 1 June between 11.00am and 1.00pm (specific venue to be confirmed). The study tour component of the unit will run on the following dates (to be confirmed**):

• **23rd September – 27th September**

**Specific attendance/performance requirements***

You are required to complete the study tour around Tasmania to meet the requirements of this unit.

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

1. Completion of the learning journal
2. Participation in discussions during the study tour

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