Description: Business in the International Economy

Subject | Cat-nbr | Class | Term | Mode | Units | Campus
--------|--------|-------|------|------|-------|-------
MGT | 8060 | 62192 | 1, 2007 | WEB | 1.00 | Toowomba

Academic group: FOBUS
Academic org: FOB002
Student contribution band: 2
ASCED code: 080599

STAFFING
Examiner: Eric Ng

OTHER REQUISITES
Students are required to have access to a personal computer, e-mail capabilities and Internet access to USQConnect. Current details of computer requirements can be found at http://www.usq.edu.au/handbook/current/busgeninfo.html

RATIONALE
Modern business has become international in orientation. Professional managers need a sound understanding of international business, especially from the economic and broader strategic perspective. The rationale, formulation and putting into practice of international strategies within a rapidly changing global economy are vital for business. Modern managers should have a broad global perspective, a clear vision of the future of international business and strong strategic skills.

SYNOPSIS
This course is focused on international business strategy in the changing global economy. The evolution of international business and the current global business environment are analysed. Trade, competitiveness and national policy are related to international business strategy. National business environment and cultures are analysed with emphasis placed on international business strategy. Key aspects of doing business overseas are reviewed, emphasising international business strategy in action. Students will develop a broad vision of international business and its likely future challenges as well as practical skills in strategic analysis.

OBJECTIVES
The course objectives define the student learning outcomes for a course. The assessment item/s that may be used to assess student achievement of an objective is/are shown in parentheses after each objective. On successful completion of this course, students should be able to:

1. describe the importance of international business in the global economy (Online Test 1, Assignment)
2. understand the evolution of international business (Online Test 1, Assignment, Examination)
3. understand key ideas about trade and competitiveness (Online Test 1, Assignment, Online Test 2, Examination)
4. relate these to international business strategy (Assignment, Examination)
5. appreciate the importance of national policies, institutions and politics in development of international business strategy (Online Test 1, Assignment, Online Test 2, Examination)
6. relate business strategy to national competitive advantage (Online Test 1, Assignment, Online Test 2, Examination)
7. appreciate the main issues in building an international business and in doing business overseas (Online Test 1, Assignment, Online Test 2, Examination)
8. have a good appreciation of international business strategy in action (Assignment, Examination)
9. have a clear vision of future directions and challenges for international business (Assignment, Examination)
10. utilise skills in strategic analysis (Assignment, Examination).

**TOPICS**

<table>
<thead>
<tr>
<th>Description</th>
<th>Weighting (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. International business in the global economy</td>
<td>10.00</td>
</tr>
<tr>
<td>2. International trade</td>
<td>20.00</td>
</tr>
<tr>
<td>3. Politics, policies and cultures</td>
<td>15.00</td>
</tr>
<tr>
<td>4. Global corporate strategy and competitiveness</td>
<td>15.00</td>
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<td>5. Developing international business strategies</td>
<td>10.00</td>
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<td>6. Structuring the firm for global competition</td>
<td>10.00</td>
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<tr>
<td>7. Doing business internationally</td>
<td>10.00</td>
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<tr>
<td>8. The strategic environment and future challenges for international business</td>
<td>10.00</td>
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</tbody>
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**TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at http://bookshop.usq.edu.au click 'Semester', then enter your 'Course Code' (no spaces).


REFERENCE MATERIALS

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.


(joint international edition)


STUDENT WORKLOAD REQUIREMENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>HOURS</th>
</tr>
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<tbody>
<tr>
<td>Assessment</td>
<td>30.00</td>
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<tr>
<td>Directed Study</td>
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<tr>
<td>Private Study</td>
<td>70.00</td>
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</table>
ASSESSMENT DETAILS

<table>
<thead>
<tr>
<th>Description</th>
<th>Marks out of</th>
<th>Wtg(%)</th>
<th>Due date</th>
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<tbody>
<tr>
<td>ONLINE TEST 1</td>
<td>10.00</td>
<td>10.00</td>
<td>05 Apr 2007</td>
</tr>
<tr>
<td>(see note 1)</td>
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<td></td>
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<tr>
<td>ASSIGNMENT</td>
<td>20.00</td>
<td>20.00</td>
<td>18 May 2007</td>
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<tr>
<td>ONLINE TEST 2</td>
<td>10.00</td>
<td>10.00</td>
<td>01 Jun 2007</td>
</tr>
<tr>
<td>2 HOUR EXAMINATION</td>
<td>60.00</td>
<td>60.00</td>
<td>END S1</td>
</tr>
<tr>
<td>(see note 2)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTES
1. Students are required to complete each online test by the due date. Each online test will be available from the USQConnect Study Desk. Students will not be permitted to attempt any online test after its respective due date.
2. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

IMPORTANT ASSESSMENT INFORMATION

1. Attendance requirements:
   There are no attendance requirements for this course. However, it is the students’ responsibility to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.

2. Requirements for students to complete each assessment item satisfactorily:
   To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)

3. Penalties for late submission of required work:
   If students submit assignments after the due date without prior approval then a penalty of 20% of the total marks gained by the student for the assignment will apply for each working day late.

4. Requirements for student to be awarded a passing grade in the course:
   To be assured of receiving a passing grade a student must submit all of the assessment items, achieve at least 50% for the examination and at least 50% of the total weighted marks available for the course.

5. Method used to combine assessment results to attain final grade:
   The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.

6. Examination information:
   This is a restricted examination. Candidates are allowed access to specific materials during the examination. The only materials that candidates may use in the restricted examination for this course are: writing materials (non-electronic and free from material which could give the student an unfair advantage in the examination); English translation dictionaries (but not technical dictionaries).

7. Examination period when Deferred/Supplementary examinations will be held:
Any Deferred or Supplementary examinations for this course will be held during the next examination period.

8 University Regulations:
   Students should read USQ Regulations 5.1 Definitions, 5.6. Assessment, and 5.10 Academic Misconduct for further information and to avoid actions which might contravene University Regulations. These regulations can be found at the URL http://www.usq.edu.au/corporateservices/calendar/part5.htm. Students should also read the Faculty of Business Guide to Policies and Procedures of the Faculty which can be found at the URL http://www.usq.edu.au/handbook/current/buspolproc.html.

ASSESSMENT NOTES

1 Assignments: (i) The due date for an assignment is the date by which a student must despatch the assignment to the USQ. The onus is on the student to provide proof of the despatch date, if requested by the examiner. (ii) Students must retain a copy of each item submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) In accordance with university policy, the examiner may grant an extension of the due date of an assignment in extenuating circumstances. (iv) Students who do not have regular access to postal services or who are otherwise disadvantaged by these regulations may be given special consideration. They should contact the examiner to negotiate such special arrangements. (v) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.

2 Make-up work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non directed personal study.

3 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).

4 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper. The examination may test material already tested in assignments.

OTHER REQUIREMENTS

1 Learning resources: Prescribed texts and materials (see above); recommended reference materials (see above); and course Website accessible via USQConnect.