



Introduction

Welcome

Welcome to International Business Environment!

This course will provide you with a deep understanding of the international business environment and the issues that affect businesses operating globally. Please ensure that you read and clearly understand all sections of this course outline relating to the assignment and assessment in general.

With best wishes,

BUSS2067 Teaching Team:

Dr Ryan Tang and Ms Margaret Lau

Course Teaching Staff

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* Please refer to your Course homepage for the most up to date list of course teaching staff.

Local Contact Details

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Course Overview

Prerequisite(s)

There are no prerequisite courses to be completed before this course can be undertaken.

Corequisite(s)

There are no corequisite courses to be completed in conjunction with this course.

Course Aim

Business operates in a global marketplace. As a result, business professionals need to understand the international business environment and its impact upon their organisation's operations. The course examines the structure and features of the global marketplace, how organisations interact with that marketplace, and how they respond to its complexities.

Course Objectives

On completion of this course, students should be able to:

CO1. Identify and discuss the structure and features of the global marketplace and its global institutions

CO2. Explain how the global business environment affects the operations and strategies of international business

CO3. Apply international business resources, theories and principles to analyse various means of international engagement and decision making in international business

CO4. Evaluate the effectiveness of international business operations and strategies

CO5. Communicate an analysis and evaluation of the relationship between the global business environment and international business

Upon completion of this course, students will have achieved the following combination of Graduate Qualities and Course Objectives:

Graduate Qualities being assessed through the course							
	GQ1	GQ2	GQ3	GQ4	GQ5	GQ6	GQ7
CO1	•						•
CO2	•						•
CO3		•					•
CO4			•				•
CO5						•	•

Graduate Qualities

A graduate of UniSA:

GQ1. operates effectively with and upon a body of knowledge of sufficient depth to begin professional practice

GQ2. is prepared for life-long learning in pursuit of personal development and excellence in professional practice

GQ3. is an effective problem solver, capable of applying logical, critical, and creative thinking to a range of problems

GQ4. can work both autonomously and collaboratively as a professional

GQ5. is committed to ethical action and social responsibility as a professional and citizen

GQ6. communicates effectively in professional practice and as a member of the community

GQ7. demonstrates international perspectives as a professional and as a citizen

Course Content

Globalisation and international business environment

Political, economic, and technological features of international business

Multi-lateral institutions such as the IMF, World Bank and World Trade Organization

Foreign direct investment

Outsourcing and supply chain management

International business strategies including entry, development, and control systems

Teaching and Learning Arrangements

Workshop

3 hours x 10 weeks

Unit Value

4.5 units

Additional assessment requirements

There are no additional assessment requirements identified for this course.

Learning Resources

Textbook(s)

You will need continual access to the following text(s) to complete this course. Where possible the Library will make the book available for student use. Please check the Library catalogue before purchasing the book(s). The Library will always seek to purchase resources that allow an unlimited number of concurrent users, however availability is dependent on license arrangements with book publishers and platforms. <http://www.library.unisa.edu.au>

Cavusgil, Knight, Reisenberger, Rammal and Rose (2015). *International Business* (2nd Edn). Pearson.

Reference(s)

Please refer to the International Business page (<http://guides.library.unisa.edu.au/c.php?g=169967&p=1634758>) for more readings and references related to this course.

Materials to be accessed online

learnonline course site

All other course related materials can be accessed through your learn**online** course site which you will be able to access from the my Courses section in myUniSA.

myUniSA

All study related materials can be accessed through: <https://my.unisa.edu.au>

Assessment

Assessment Details

Details of assessment submission and return are listed under each assessment task. Assessment tasks will be returned to you within two to three weeks of submission.

If the Course Coordinator allows submissions in hard copy format, you will be required to attach an Assignment Cover Sheet which is available on the [learnonline student help](#) and in myUniSA.

Assessment Summary

#	Form of assessment	Length	Duration	Weighting	Due date (Adelaide Time)	Submit via	Objectives being assessed
1	Case study	2500 words	N/A	40%	6 Mar 2017, 12:00 PM	learnonline	CO1, CO2, CO3, CO4, CO5
2	Examination	N/A	3 hours	60%	Other - TBA	In person	CO1, CO2, CO3, CO4, CO5

Feedback proformas

The feedback proforma is available on your course site.

Assessments

Case study (Graded)

This assignment requires analytical thinking, academic research and must be presented in a report format. The specific requirements will be available from the course webpage.

Examination

This is a closed book examination covering all the material covered in the course. An examination overview will be provided in the final lecture of this course.

Supplementary Assessment

Supplementary assessment or examination offers students an opportunity to gain a supplementary pass (SP) and is available to all students under the following conditions unless supplementary assessment or examination has not been approved for the course:

1. if the student has achieved a final grade between 45-49 per cent (F1) in a course
2. if a student who has successfully completed all of the courses within their program, with the exception of two courses in their final study period, a supplementary assessment or examination may be granted where the final grade in either or both of these courses, is less than 45 percent (F1 or F2)

More information about supplementary assessment is available in section 7.5 of the Assessment Policy and Procedures Manual.

<http://w3.unisa.edu.au/policies/manual/default.asp>

The School of Commerce will not award supplementary assessment where a final grade in a course is an F2. Section 7.5.5 of the APPM (2017) suggests that supplementary assessment “may be granted”, not that it will be granted.

Important information about all assessment

All students must adhere to the University of South Australia's policies about assessment: <http://w3.unisa.edu.au/policies/manual/default.asp>.

Students with disabilities or medical conditions

Student with disabilities or medical conditions or students who are carers may be entitled to a variation or modification to standard assessment arrangements. See Section 7 of the Assessment Policy and Procedures Manual (APPM) at: <http://w3.unisa.edu.au/policies/manual/default.asp>

Students can register for an Access Plan with UniSA Disability Service. It is important to make contact early to ensure that appropriate support can be implemented or arranged in a timely manner. See the Disability Hub for more information: <http://www.unisa.edu.au/Disability/Current-students>

Students are advised there is a deadline to finalise Access Plan arrangements for examinations. Further information is available at: http://i.unisa.edu.au/campus-central/Exams_R/Before-the-Exam/Alternative-exam-arrangements/

Deferred Assessment or Examination

Deferred examination is available for the course. Specific information will be available later in this study period.

Special Consideration

Special consideration is not available for this course. APPM 7.7.4

Variations to assessment tasks

Variation to assessment methods, tasks and timelines may be provided in:

Unexpected or exceptional circumstances, for example bereavement, unexpected illness (details of unexpected or exceptional circumstances for which variation may be considered are discussed in clauses 7.8 - 7.10 of the Assessment Policy and Procedures Manual). Variation to assessment in unexpected or exceptional circumstances should be discussed with your course coordinator as soon as possible.

Special circumstances, for example religious observance grounds, or community services (details of special circumstances for which variation can be considered are discussed in clause 7.11 of the Assessment Policy and Procedures Manual). Variations to assessment in expected circumstances must be requested within the first two weeks of the course (or equivalent for accelerated or intensive teaching).

Extra time in exams (ENTEXT) and the use of a dictionary may be available to some students (for example, Indigenous Australian students and those of non-English speaking background) as follows:

- extra time for reading or writing. This will be an extra ten minutes per hour for every hour of standard examination time, and
- the use of an English language or bilingual print dictionary (without annotations). (APPM 7.2.2)

More information about variation to assessment is available in section 7.2 of the Assessment Policy and Procedures Manual. <http://w3.unisa.edu.au/policies/manual/default.asp> (section 7)

Academic Integrity

Academic integrity is the foundation of university life and is fundamental to the reputation of UniSA and its staff and students. Academic integrity means a commitment by all staff and students to act with honesty, trustworthiness, fairness, respect and responsibility in all academic work.

An important part of practising integrity in academic work is showing respect for other people's ideas, and being honest about how they have contributed to your work. This means taking care not to represent the work of others as your own. Using another person's work without proper acknowledgement is considered Academic Misconduct, and the University takes this very seriously.

The University of South Australia expects students to demonstrate the highest standards of academic integrity so that its degrees are earned honestly and are trusted and valued by its students and their employers. To ensure this happens, the University has policies and procedures in place to promote academic integrity and manage academic misconduct. For example, work submitted electronically by students for assessment will be examined for copied and un-referenced text using the text comparison software Turnitin <http://www.turnitin.com>.

More information about academic integrity and what constitutes academic misconduct can be found in Section 9 of the Assessment Policies and Procedures Manual (APPM): <http://w3.unisa.edu.au/policies/manual/default.asp>. The Academic Integrity Module explains in more detail how students can work with integrity at the University: <https://lo.unisa.edu.au/mod/book/view.php?id=252142>

Submission and return of assessment tasks

See above under Assessment details.

Action from previous evaluations

Your views about the learning experiences you have while studying at this university are critical in helping us teach in ways that will help improve your learning. Students are encouraged to complete the **myCourseExperience** that will be available from the course home page. Your responses in this questionnaire are anonymous.

Further Assessment Information

Penalties

In accordance with the Division of Business guidelines, assignments submitted late without permission from the course coordinator/s will attract a penalty of 10% of the total possible marks for the assignment per day for each day late, or part thereof, after the due date.

Program Learning Outcome Assessed (non-graded)

As part of the Business School's Assurance of Learning process in Programs, the following Program Learning Outcome(s) (PLO) will be assessed in this course and the overall findings will inform continuous improvements within Programs. Performance on the PLOs will not form part of any course grade and no feedback on individual performance will be provided. Nonetheless, students are encouraged to consider the performance traits in their assessments.

BBus PLO6 – International Perspective: Demonstrate an understanding of the importance of cultural differences, diversity and inclusion in professional practice, and the environment and responsibilities of a globally responsible citizenry.

- Recognition of cultural differences - The important and relevant differences are adequately identified for the purpose.
- Adaptation to cultural differences - Adaptation actions are adequate, while inappropriate occasionally.
- Consideration of influences from global environmental factors to make informed business decisions - Many important factors are considered and sufficiently defined to make informed business decisions.
- Understanding responsibilities of a globally responsible citizenry- Substantial analysis on impacts on the global environment, and consideration of responsibilities of a globally responsible citizenry.

Course Calendar

Offshore Study Period 1 - 2017

	Weeks	Topic	Assessment Details (Adelaide Time)
	09 - 15 January	Pre-teaching	
1	16 - 22 January	Introduction of International Business (Ch.1)	
2	23 - 29 January	Globalisation and Internationalisation (Ch.2)	
	30 January - 5 February	Swot-vac	
3	06 - 12 February	Participants in International Business (Ch.3)	
4	13 - 19 February	Cultural Issues in International Business (Ch.4)	
5	20 - 26 February	International Trade and Investment (Ch.6)	
6	27 February - 5 March	Political Environment (Ch.7&9)	
7	06 - 12 March	Emerging Markets (Ch.10)	Case study due 06 Mar 2017, 12:00 PM
8	13 - 19 March	Global Strategic Structure (Ch.12&13)	
9	20 - 26 March	International Entry Strategy (Ch.14-16)	
10	27 March - 2 April	Revision	
	03 - 9 April	Swot-vac week	
	10 - 16 April	Exam week	
	17 - 23 April	Exam week	