



*MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.*

## OVERVIEW

### Course Description

This course analyses the challenges and opportunities presented by the globalisation of markets and production for both domestic and multinational firms. The environment for global business is divided into three aspects; social and cultural; government and political; economic and technological. The course develops analytical frameworks encompassing economic and management theories; government policies; national differences in political, economic, legal and cultural systems to assess the challenges and opportunities presented by an increasingly integrated and interdependent global economy. Topics include the comparative economic, political, social environment of developed, emerging and transitional economies; cross-cultural management; managing geopolitics and international risk; assessing nongovernmental organisations and the regulation of the international economy such as the WTO and IMF; the costs-benefits of foreign investment; critiques of globalisation.

### Sustainable Development Goals



### Contact Hours

#### Online:

Online workshops and discussion forums as per course requirement for the full trimester.

10 units

### Unit Weighting Workload

Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

**Please refer to the course CANVAS site for details of teaching staff for ALL course offerings. The primary contact for courses is the Course Coordinator, whose details are listed on the course CANVAS site.**

### Student Consultation

A minimum of one (1) hour of consultation per week. Please see course CANVAS site for details of time and location.

### Course Learning Outcomes

#### On successful completion of this course, students will be able to:

1. Analyse international business environments and assess international risk.
2. Demonstrate understanding of alternative theories, assumptions, debates, and contemporary developments in the area of international business;
3. Apply theories, models and concepts to issues relating to international trade, economic integration and country attractiveness for foreign direct investment;
4. Critically discuss issues relating to decision-making and international investment;
5. Write a critically reflective case study analysis on country attractiveness for investment; and
6. Work independently and collaboratively to analyse the international business environment and communicate the outcomes of a multi-stage project orally and in writing.

# COURSE OUTLINE

# ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Individual Case Study Analysis	Week 6	Individual	30%	1, 2, 3, 4, 5, 6
2a	Group Project – Oral Presentation	Week 11	Group	10%	1, 2, 3, 4, 5, 6
2b	Group Project – Written Report	Week 12	Group	20%	1, 2, 3, 4, 5, 6
3	Final Exam	Exam Period	Individual	40%	1, 2, 3, 4, 5, 6

**Please note:** students are advised that ALL assessments must be submitted in English. Assessments not submitted in English will receive a mark of zero.

**Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.**

## Time referenced is time in Newcastle NSW

<b>Late Submissions</b>	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. <b>Note:</b> this applies equally to week and weekend days.
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### Assessment 1 – Individual Case Analysis

<b>Assessment Type</b>	Case Study / Problem Based Learning
<b>Purpose</b>	The purpose of this assessment is for students to apply critical thinking and problem-solving skills.
<b>Description</b>	Communicate in writing a case analysis supported by relevant data and literature.
<b>Weighting</b>	30%
<b>Length</b>	1200 words +/- 10%
<b>Due Date</b>	Sunday of week 6 by 11:59 pm
<b>Submission Method</b>	Online – via Turnitin
<b>Assessment Criteria</b>	The following assessment criteria will be used: <ul style="list-style-type: none"> <li>– Knowledge and comprehension of key characteristics of the political economy of the selected country</li> <li>– Critical analysis of data in the context of the country's attractiveness for foreign direct investment (FDI)</li> <li>– Communication of case analysis is presented in a logical and well organised manner as per the case analysis task.</li> <li>– Writing, general language, grammar and referencing.</li> </ul>
<b>Return Method</b>	Online
<b>Feedback Provided</b>	A written marking rubric will be provided to students and General feedback will also be available through the Announcement Board in the course CANVAS site.

### Assessment 2a - Group Project – Oral Presentation

<b>Assessment Type</b>	Presentation
<b>Purpose</b>	The purpose of this assessment is for students to provide a summary of their group project written report.
<b>Description</b>	The group present their theoretical framework, the data sources drawn upon and their findings on the two countries through appropriate media learning tools.
<b>Weighting</b>	10%
<b>Length</b>	15 minutes PowerPoint presentation
<b>Due Date</b>	Sunday of week 11 by 11:59 pm
<b>Submission Method</b>	In class
<b>Assessment Criteria</b>	The following assessment criteria will be used: <ul style="list-style-type: none"> <li>– Content - Knowledge of material and appropriate data</li> <li>– Delivery - audience is engaged and material is presented through appropriate</li> </ul>

	media and learning tools
	<ul style="list-style-type: none"> <li>- Teamwork presented effectively as a group</li> <li>- Overall structure - logical, coherent, formal introduction and conclusion</li> </ul>
<b>Return Method</b>	Online – via CANVAS
<b>Feedback Provided</b>	A written marking rubric will be provided to students and General feedback will also be available through the Announcement Board in the course CANVAS site.

## Assessment 2b - Group Project – Written Report

<b>Assessment Type</b>	Report
<b>Purpose</b>	The purpose of this assessment is for student groups to demonstrate specialised knowledge of theory, models and concepts.
<b>Description</b>	Working in teams, students develop a comprehensive 2500 word business style report advising on the attractiveness of chosen countries for Australian companies interested in developing their international markets. Demonstrating specialised knowledge of theory, models and concepts, students interpret and apply empirical data on the countries to support their evidence-based business recommendations. Engaging in advanced written communication skills students demonstrate comprehensive understanding of their topic, data interpretation, and forecasting for international business development
<b>Weighting</b>	20%
<b>Length</b>	2500 words +/- 10%
<b>Due Date</b>	Sunday of week 12 by 11:59 pm
<b>Submission Method</b>	Online - via Turnitin
<b>Assessment Criteria</b>	<p>The following assessment criteria will be used:</p> <ul style="list-style-type: none"> <li>- Comparative analysis of data in the context of the assessment task - i.e. attractiveness for foreign direct investment (FDI).</li> <li>- Level of Research adequate to make well-informed decisions and recommendations.</li> <li>- Communication of report is presented in a logical and well organised manner as per the assessment task.</li> <li>- Writing General - language and grammar and referencing</li> </ul> <p><b>Please note:</b> Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others. Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: <b>NO SPARK NO MARK.</b></p>
<b>Return Method</b>	Online
<b>Feedback Provided</b>	Feedback Provided

## Assessment 3 - Final Examination

<b>Assessment Type</b>	Formal Examination
<b>Purpose</b>	The purpose of this assessment is to test student's knowledge gained during the course.
<b>Description</b>	Formal examination comprised of essay questions covering all course materials. This course has a <b>RESTRICTED OPEN BOOK</b> examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue. Further details will be made available on the course CANVAS site.
<b>Weighting</b>	40%
<b>Length</b>	120 minutes
<b>Due Date</b>	Formal exam Period
<b>Submission Method</b>	Formal Exam
<b>Assessment Criteria</b>	<p><b>Depth and breadth</b> of critical discussion of course topics.</p> <p><b>Application of theory</b> covered in course topics to explain international business issues.</p>
<b>Return Method</b>	Not returned
<b>Feedback Provided</b>	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business

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School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period **cannot** be considered.

# SYLLABUS

## Course Content

### Topics in the course include but are not limited to the following:

1. Globalisation and International Business: Drivers, Opportunities and Threats.
2. Culture Differences and International Business.
3. National Differences in Political Economy - political economy & international geopolitical risk.
4. Foreign Direct Investment (FDI) and Country Attractiveness.
5. The Global Trade and Investment Environment - politics of international trade; the world trading system; the World Trade Organisation.
6. Competing and managing in a Globalising World - International business strategy and organisation; market entry.
7. Regional Business Environments and Regional Economic Integration.

## Course Material

### Required Text:

Wickramasekera, R., MacKenzie, K., & Gordon, C., (2019), *Global Business Today - Asia Pacific Perspective*, 5<sup>th</sup> ed. – McGraw Hill Education (Australia) Pty Limited.

**ISBN:** 9781760423674

**There is an E-Book version available to buy online.**

Please refer to the course CANVAS site for details of additional recommended texts

# SCHEDULE

Week	Topic	Class Preparation	Learning Activities
1	Course Introduction: Goals, Expectations and Continual Assessment. What is International Business and why study it?	Reading: Course Outline Chapter 1	See course CANVAS site for Course Coordinator assigned readings and learning activities.
2	The Globalisation of Markets: The Globalisation of Markets and the Drivers of Globalisation	Reading: Chapter 1	See course CANVAS site for Course Coordinator assigned readings and learning activities.
3	The Global Trade and Investment Environment: International Trade and Investment Theories	Reading: Chapter 2	See course CANVAS site for Course Coordinator assigned readings and learning activities.
4	National Differences in Political Economy & Country Risk: Differences in Political, Economic & Legal Systems, & Country Risk	Reading: Chapters 6 & 7	See course CANVAS site for Course Coordinator assigned readings and learning activities.
5	Government Intervention in Global Business: Rationale for intervention, instruments of government intervention & managing government intervention	Reading: Chapter 3	See course CANVAS site for Course Coordinator assigned readings and learning activities.
6	Foreign Direct Investment (FDI) & Country Attractiveness: Political Economy of FDI & Country Attractiveness	Reading: Chapters 3 & 9	<b>Assessment 1 due:</b> Sunday Week 6 by 11:59 pm See course CANVAS site for Course Coordinator assigned readings and learning activities.
7	The Cultural Environment of Global Business: Cultural Differences & Cross-Cultural Management	Reading: Chapter 5	See course CANVAS site for Course Coordinator assigned readings and learning activities.
8	Strategy & organisation in Global Business: The Integration Responsiveness Framework Market Entry: Timing and Mode of Entry	Reading: Chapters 10 & 11	See course CANVAS site for Course Coordinator assigned readings and learning activities.
9	Regional Business and Emerging Economies	Reading: Chapter 3	See course CANVAS site for Course Coordinator assigned readings and learning activities.
10	The International and Monetary Environment of International Business	Reading: Chapter 4	See course CANVAS site for Course Coordinator assigned readings and learning activities.
11	Group Presentation		Group Presentation due in class  <b>Assessment 2a due</b> Sunday Week 11 by 11:59 pm
12	Course Overview		<b>Assessment 2b due</b> Sunday Week 12 by 11:59 pm

If a lecture/class is scheduled on a public holiday, a make-up lecture may be announced by the course coordinator on the course CANVAS site.

# CONTACTS

**School Office**                    **Newcastle Business School – Callaghan, Newcastle City & Online**  
 NU Space  
 409 Hunter Street  
 Newcastle  
[nbs.enquiries@newcastle.edu.au](mailto:nbs.enquiries@newcastle.edu.au)  
 +61 2 4921 5511

# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

\*Skills are those identified for the purposes of assessment task(s).

## Communication Methods

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

## Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

## Oral Interviews (Vivas)

As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

## Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

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**Adverse  
Circumstances**

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy  
Information**

The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/no-room-for/policies-and-procedures> that support a safe and respectful environment at the University.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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