



# **BUSN12002 *International Study Tour***

## **Term 3 - 2018**

Profile information current as at 15/05/2024 03:11 pm

All details in this unit profile for BUSN12002 have been officially approved by CQUUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

## General Information

### Overview

Businesses are increasingly expanding their global reach with increased numbers of companies operating in Asia. Many Australian companies are engaged in outsourcing activities and other forms of collaborations. Asia is an important part of the global economy with more than 60% of the world's population. The collaboration of Australia and Asia requires graduates and professionals to develop an appreciation of how businesses operate across different boundaries and the role of Asia in the world. This unit provides you with the practical experience of an international study tour in Asia or a Pacific Island interpreted in the light of ethical business principles including, where appropriate, the application of Social Innovation and enterprise in practice. The unit will develop your knowledge and skills in cross cultural and business values, business trends, foreign markets, and social, economic and health and wellbeing issues at the micro level in Asia. The unit includes seminars and a supervised study tour.

### Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

### Pre-requisites or Co-requisites

Students will be expected to have completed 48 cp prior to undertaking the International Study Tour and enrolment in this unit requires approval of the unit coordinator.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

### Offerings For Term 3 - 2018

- Distance

### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Written Assessment**

Weighting: 20%

#### 2. **Case Study**

Weighting: 50%

#### 3. **Presentation**

Weighting: 30%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Unit Learning Outcomes

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

1. Justify and communicate a project plan for analysing business in a country other than Australia in order to manage business in the global environment
2. Investigate and compare the business environment and characteristics of international businesses in contrast with those in Australia
3. Assess social, economic and innovation trends relevant to the host nation, demonstrating your understanding of differences in business approaches and attitudes
4. Consider workplace cross cultural issues and values, and explain ways businesses could adapt to different cultures
5. Appropriately and respectfully engage with people from different cultures, working professionally and cooperatively as part of the study tour team and as a representative of an organisation.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
<b>1 - Written Assessment - 20%</b>	•	•			
<b>2 - Case Study - 50%</b>		•	•	•	•
<b>3 - Presentation - 30%</b>			•	•	•

### Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
<b>1 - Communication</b>	•	•	•	•	•
<b>2 - Problem Solving</b>					•
<b>3 - Critical Thinking</b>	•	•	•	•	•
<b>4 - Information Literacy</b>	•	•	•	•	•
<b>5 - Team Work</b>					•
<b>6 - Information Technology Competence</b>					•
<b>7 - Cross Cultural Competence</b>		•	•	•	•
<b>8 - Ethical practice</b>		•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
9 - Social Innovation			•		•
10 - Aboriginal and Torres Strait Islander Cultures					

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Written Assessment - 20%	•		•	•			•	•		
2 - Case Study - 50%	•		•	•	•		•	•	•	
3 - Presentation - 30%	•	•	•	•		•	•	•	•	

## Textbooks and Resources

### Textbooks

There are no required textbooks.

### IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

No referencing style set.

## Teaching Contacts

**Kylie Radel** Unit Coordinator  
[k.radel@cqu.edu.au](mailto:k.radel@cqu.edu.au)

## Schedule

**Prior to the start of the term - 22 Oct 2018**

Module/Topic

Chapter

Events and Submissions/Topic

Research topic discussion with supervisor (mandatory) Initiate literature review (initial searches, organise bibliographical listing system, initial reading)	Attend study tour information sessions. Apply for funding (if applicable). Attend a pre-departure briefing. Arrange travel that is not included in Study Tour package. Apply for appropriate visas. Passport has at least 6 months validity (check requirements with specific destinations). Register with Smart Traveller	Establish regular meeting times with your supervisor for the term and progress your Study Tour pre-planning and project plan (Assessment 1). Your Project Plan <b>MUST</b> be completed and submitted prior to your travel departure.
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#### Week 1 - 05 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Topic finalisation Start writing project plan Source and read literature		Selection/discussion of project focus and scope with your supervisor.

#### Week 2 - 12 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Discuss project plan components with supervisor Progress the project plan document Source and read literature	Did you leave a copy of your itinerary and passport with a family member or spouse?	<b>FRIDAY WEEK 2 - Last day to add units!</b> Maintain regular meeting times with your supervisor for the term and progress your Study Tour pre-planning and project plan (Assessment 1). Your Project Plan <b>MUST</b> be completed and submitted prior to your travel departure.

#### Week 3 - 19 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Finalise project proposal Consider your methods for collecting data and information for your project. Source and read literature		

#### Week 4 - 26 Nov 2018

Module/Topic	Chapter	Events and Submissions/Topic
Consider your methods for collecting data and information for your project. Source and read literature	Read information in Moodle on writing your Case Study.	<b>TUESDAY WEEK 4 - Last day to withdraw from units without financial liability and academic penalty!</b>  <b>Study Tour Project Plan</b> Due: Week 4 Friday (30 Nov 2018) 11:59 pm AEST

#### Mid-term Vacation Week - 03 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Vacation Week		Vacation Week

#### Week 5 - 10 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Discuss conceptual framework and literature review with supervisor Continue to read literature		Have you contacted your supervisor recently??

#### Week 6 - 17 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Continue to gather and analyse your data and information.		Be sure to let your supervisor know how you are getting on!!!

#### Week 7 - 31 Dec 2018

Module/Topic	Chapter	Events and Submissions/Topic
Deepen literature review and begin writing final paper. Focus on your data collection and analysis processes.		
<b>Week 8 - 07 Jan 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Deepen literature review and continue writing final paper. Continue to gather data and analyse.		
<b>Week 9 - 14 Jan 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Discuss structure and contents of your Case Study report and your presentation with supervisor	Check in with Moodle for information on completing your presentations!	
<b>Week 10 - 21 Jan 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Continue to write your Case Study!		Discuss structure and contents of your Case Study report and your presentation with supervisor
<b>Week 11 - 28 Jan 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Continue to write your Case Study! Finalise your oral presentation and practice your presentation!!		Discuss structure and contents of your Case Study report and your presentation with supervisor
<b>Week 12 - 04 Feb 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
Finalise your Case Study for submission.		Oral presentations may be scheduled in this week.  <b>Study Tour - Country Case Study</b> Due: Week 12 Friday (8 Feb 2019) 11:59 pm AEST <b>Study Tour Presentation</b> Due: Week 12 Monday (4 Feb 2019) 11:59 pm AEST
<b>Exam Week - 11 Feb 2019</b>		
Module/Topic	Chapter	Events and Submissions/Topic
There is no exam in this unit.	<b><u>Complete mobility questionnaire.</u></b>	Oral presentations may be scheduled in this week.

## Term Specific Information

Your eligibility to enrol in this unit is dependent on your participation in the international study tour. The study tour is compulsory and students who do not go on tour cannot enrol in the unit. There are a wide range of international study tours from which you can choose. For further information, please visit the CQU Global Outbound website:

<https://www.cqu.edu.au/student-life/cquglobal-outbound>

## Assessment Tasks

# 1 Study Tour Project Plan

## Assessment Type

Written Assessment

## Task Description

<b>Due Date:</b>	Friday of Week 4 (30 November 2018) 11:59PM AEST (or prior to your departure on your International Study Tour)
<b>Length:</b>	600-1,000 words
<b>Weight:</b>	20%
<b>Submission Notes:</b>	Your Study Tour Project Plan MUST be completed and submitted PRIOR to your departure date for your International Study Tour.

## Task

Prior to commencement of your international study tour travel, you are required to submit a project plan for your analysis individual report (the Assessment 2 case study) on a theme aligned with the proposed activities for the trip. Your project work throughout the term is an individual research task based on your Study Tour Experiences. You will need to explain and justify the aims of your study tour, activities, and outcomes from your study tour that will develop your knowledge, skills, understanding, and aptitude in global business environments in your chosen area of interest (your chosen country).

For general Study Tour Project topics, this assessment consists of a research proposal of 600-1,000 words. It may include:

- The aim of your Study Tour - why are you intending to go on this study tour and what is your destination?
- A statement of the problem, issue or topic that you would like to explore in country. This will be summarised into your Case Study title.
- Research questions: What are the potential research questions that you are seeking to answer by your activities undertaken on your Study tour?
- Justification of the case study research project: Why your chosen project topic is important theoretically and practically?
- A brief statement of your intended method to answer your research questions and the activities that you will be work on: What is/are the potential approach and method(s) you will use to conduct your study, collecting and analysing data? What are the sources of data and how practical will it be to obtain such data within a very short period of time? Remember you do not have to write a detailed methodology here as it will be required in your second assignment.
- Organisation of the Case Study report: How many chapters or sections do you expect in your case study report and what are they?
- Gantt chart: Provide a Gantt chart indicating what you will do in each week over the twelve week period. (An example of a Gantt Chart is provided in the moodle under the **Assessment Topic**).

## Assessment Due Date

Week 4 Friday (30 Nov 2018) 11:59 pm AEST

Upload your project Plan by Friday of Week 4 or PRIOR to your departure on your International Study Tour.

## Return Date to Students

Vacation Week Friday (7 Dec 2018)

## Weighting

20%

## Assessment Criteria

Criteria	Maximum Mark
Study Tour Project Aim	10
Problem/Issue or Topic Statement	20
Research Questions	10
Justification of the case study research project	20
Method of conducting your case study	10
Organisation of the Case Study Report & Gantt Chart	10
Academic Quality: Demonstrated breadth and quality of research by using a minimum of 5-10 relevant academic sources. Correctly using the APA in text referencing system to cite academic sources.	10

Professionalism: Professional report layout and style including title page, executive summary, use of appropriate headings and sub headings, Table of contents, Tables of figures and tables, English expression and grammar, creativity, use of tables, charts, graphs, analytical skills, communication skills.	10
Total grade out of 100% <b>Reduced to a grade out of 20</b>	<b>/100</b> <b>/20</b>

### Submission

Online

### Submission Instructions

Submit your Project Plan in a word document online through Moodle

### Learning Outcomes Assessed

- Justify and communicate a project plan for analysing business in a country other than Australia in order to manage business in the global environment
- Investigate and compare the business environment and characteristics of international businesses in contrast with those in Australia

### Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Cross Cultural Competence
- Ethical practice

## 2 Study Tour - Country Case Study

### Assessment Type

Case Study

### Task Description

<b>Due Date:</b>	Friday Week 12 (8 February, 2019) 11:59 PM (AEST)
<b>Length:</b>	3,000 words (excluding Executive summary, table of contents, references, charts, and appendices)
<b>Weight:</b>	50%
<b>Submission Notes:</b>	

### Task

During the development of your country case study for your International Study Tour, you will be required to evaluate and synthesize information into a discussion of the practices and processes of doing business in in your Study Tour country. You are required to research the business environments in your chosen area of interest and demonstrate your awareness, knowledge, understanding and respect for the practices, intellectual property, policies, and procedures of business in your host country.

Conduct a review of the literature, collect data, stories, examples, etc to develop a case study report of your International Study Tour experience. Students are required to explain, document, and comprehend the impact of contemporary social, economic and innovation trends on your host country.

### Writing a Case Study

There are usually eight sections in a case study:

#### Executive Summary

- Outline the purpose of the case study. Describe the field of research – this is usually an overview of the country/study tour. Outline the issues and findings of the case study without the specific details. Identify the theory that will be used.
- Here, the reader should be able to get a clear picture of the essential contents of the study.
- Note any assumptions made (you may not have all the information you'd like so some assumptions may be necessary eg: "It has been assumed that...", "Assuming that it takes half an hour to read one document...").

### Findings

- Identify the problems found in the case. Each analysis of a problem should be supported by facts given in the case together with the relevant theory and course concepts. Here, it is important to search for the underlying problems; for example, cross-cultural conflict may be only a symptom of the underlying problem of inadequate



policies and practices within the company.

- This section is often divided into sub-sections, one for each problem you have identified.

### Discussion

1. Summarise the major problem/s.
2. Identify alternative solutions to this/these major problem/s (there is likely to be more than one solution per problem).
3. Briefly outline each alternative solution and then evaluate it in terms of its advantages and disadvantages.

### Conclusion

- Sum up the main points from the findings and discussion.

### Recommendations

- Choose which of the alternative solutions should be adopted.
- Briefly justify your choice explaining how it will solve the major problem/s.
- This should be written in a forceful style as this section is intended to be persuasive.
- Here integration of theory and coursework is appropriate.

### References

- Make sure all references are cited correctly.

### Appendices (if any)

- Attach any original data that relates to the study but which would have interrupted the flow of the main body.

### Assessment Due Date

Week 12 Friday (8 Feb 2019) 11:59 pm AEST

### Return Date to Students

Exam Week Friday (15 Feb 2019)

### Weighting

50%

### Assessment Criteria

Criteria	Maximum Mark
Executive Summary	10
Findings	20
Discussion	20
Conclusion & Recommendations	20
Academic Quality: Demonstrated breadth and quality of research by using a minimum of 10 relevant academic sources. Correctly using the APA in text referencing system to cite academic sources.	20
Professionalism: Professional report layout and style including title page, executive summary, use of appropriate headings and sub headings, Table of contents, Tables of figures and tables, English expression and grammar, creativity, use of tables, charts, graphs, analytical skills, communication skills.	10
Total result out of 100%	/100
<b>Reduced to a grade out of 50</b>	<b>/50</b>

### Submission

Online

### Learning Outcomes Assessed

- Investigate and compare the business environment and characteristics of international businesses in contrast with those in Australia
- Assess social, economic and innovation trends relevant to the host nation, demonstrating your understanding of differences in business approaches and attitudes
- Consider workplace cross cultural issues and values, and explain ways businesses could adapt to different cultures
- Appropriately and respectfully engage with people from different cultures, working professionally and cooperatively as part of the study tour team and as a representative of an organisation.

## Graduate Attributes

- Communication
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence
- Ethical practice
- Social Innovation

## 3 Study Tour Presentation

### Assessment Type

Presentation

### Task Description

<b>Due Date:</b>	<ul style="list-style-type: none"><li>• Upload your presentation powerpoint slides into the unit Moodle portal for Assessment 3 by Monday of Week 12; Monday 4th February, 2019</li><li>• Presentations will be presented during week 12 and/or exam week at the end of the term.</li></ul>
<b>Length:</b>	Oral Presentation of 20 minutes duration (maximum) including 15 minutes for presentation and 5 minutes for questions
<b>Weight:</b>	30%
<b>Submission Notes:</b>	All students will deliver their oral presentation either face-to-face or via Zoom (video conference). Times and video conference links will be provided in Moodle in the Assessment Topic.

## Task

On return from your International Study Tour, your final assessment task is to present an oral presentation of your experiences and the outcomes of your study tour.

Your presentation should (as a minimum) consider the following:

- How does your host country's socio-economic diversity create a range of opportunities to connect with Australia through potential business links and/or professionally?
- Discuss your Case Study problem/issue/topic and outcomes,
- Identify your key findings and your recommendations based on your Case Study research - provide at least 2 examples to illustrate your discussion.
- What links to your studies at university or your future career have you discovered as a result of your participation in the International Study Tour?
- What new questions or ideas do you have now that you have discovered these aspects of your host country and how do you think you might go about answering them?

### Assessment Due Date

Week 12 Monday (4 Feb 2019) 11:59 pm AEST

The oral presentations will be scheduled in Week 12 and/or Exam week. Further information will be provided on the Moodle website under the Assessment Topic.

### Return Date to Students

Exam Week Friday (15 Feb 2019)

Grades will be released when marking is completed and assessment policies have been followed.

### Weighting

30%

### Assessment Criteria

Criteria	Maximum Mark
<b>Content:</b> Material was engaging, used appropriate graphics and illustrations, provided clear, narratives of the cases/examples used, clearly discussed your study tour experiences links to your career and studies.	60%
<b>Academic Quality:</b> Demonstrated breadth and quality of research by using a minimum of 10 relevant academic sources. Correctly using the APA in text referencing system to cite academic sources.	20%

<b>Professionalism and Presentation skills:</b> Presentation was Engaging, well presented, excellent voice clarity, pace, fluency, pronunciation, vocabulary, sentence structure, and grammar. Professional powerpoint (or other audio-visual content) and style. Presentation showed creativity, use of images and illustrations, analytical skills, communication skills.	20%
Total result out of 100% /100	/100%
<b>Reduced to a Grade out of 30</b>	<b>/30</b>

#### Submission

No submission method provided.

#### Learning Outcomes Assessed

- Assess social, economic and innovation trends relevant to the host nation, demonstrating your understanding of differences in business approaches and attitudes
- Consider workplace cross cultural issues and values, and explain ways businesses could adapt to different cultures
- Appropriately and respectfully engage with people from different cultures, working professionally and cooperatively as part of the study tour team and as a representative of an organisation.

#### Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice
- Social Innovation

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem