



**Course Outline 2015 BUSINT 703: International Business Research
Project
(30 Points)**

Quarter 1 2015 (1152)

Course Prescription

Students explore the international business environment by addressing a global business problem to produce a written analytical research report.

Programme and Course Advice

Prerequisite: BUSMGT 741- 744 with at least a B average

Restriction: INTBUS 780

Goals of the Course

The purpose of this course is to provide students with the opportunity to complete an applied research-focused industry project which requires them to:

1. demonstrate broad familiarity with the major concepts, tools, and trends in current international business theory and practice
2. use critical and creative thinking to source and evaluate information, and to make linkages in order to begin solving international business problems.
3. address current international business challenges and produce recommendations to address issues
4. communicate effectively to academic and practitioner audiences.

Learning Outcomes

By the end of the course it is expected that the student will be able to:

1. Identify and apply relevant models and frameworks to analyse issues in current international business practice.
2. Design and execute a research project which will be rigorously explore the field and produce analytical insights
3. Communicate insights obtained from applied research using appropriate written and oral formats.

Content Outline

The timeline for the programme is as follows:

Students commence work on scoping the project and undertake initial desk-based research.
Students commence the quarter with 3 weeks on campus and during this time complete preparatory work for their project. They define the scope of the project, work on a project plan, and commence a review of the relevant literature
Conduct project research and write up their project under staff supervision and hand in the final document on Friday 6 March
Students prepare and deliver short presentation summarising the project and key findings/recommendations.

Expectations

- Attendance at the weekly workshops in Weeks 1-3,7-10
- Attendance at the two-hour professional skills workshop which is focused on preparation for the industry placement
- Weekly reporting back to Academic Co-ordinator whilst in the placement with the host organisation

Learning and Teaching

Students are expected to attend the weekly clinics.

Students are expected to be self-managing and to liaise with the Academic Co-ordinator reporting weekly progress.

An outline of expectations will be provided at the start of the course.

Teaching Staff

Dr Bridgette Sullivan-Taylor

Academic Co-ordinator

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Learning Resources

Students are required to source relevant literature and other resources to support their project. Evidence of appropriate referencing is required.

Assessment

Item	Weighting	Due date
1. Defining and scoping the problem; review of the relevant literature	20% (this will be re-evaluated as part of the final written project)	5pm Wednesday 21 January
2. Written report (8-10,000 words)	80% (incorporates review of grading for Part 1 above)	5pm Friday 6 March
3. Oral presentation (max 10 slides)	20%	12 March

Further details on these assessments will be provided in class.

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning Outcome	Literature review	Written report	Oral report
1	X	X	X
2	X	X	X
3		X	X

Inclusive Learning

Students are encouraged to discuss privately any issues or impairment-related requirements face-to-face and/or in written form with the Lecturer.

Student Feedback

Student feedback will be sought throughout the course – informally, via evaluation, and student representatives. I also welcome questions you may have after any session.

