

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI



VICTORIA
UNIVERSITY OF WELLINGTON

FCOM 110

THE NEW ZEALAND COMMERCIAL ENVIRONMENT

2007

COURSE OUTLINE

TRIMESTER ONE
26 FEBRUARY – 1 JUNE

An Overview of FCOM 110

Weeks	Important Events	Assignments and Important Notes
Week 1 <i>26th February</i>	Lectures Begin - Tuesday 27 th February Thinking Skills (Peter November) Enroll in tutorials on Signup (2 hrs)	NOTE: Tuesday 2.10pm lectures are held in <u>KKLT 303</u>
Week 2 <i>5th March</i>	Writing Seminars start – Friday 9 th March All tutorials begin - from Friday 9 th March	NOTE: Tutorial One is from Friday 9 th March to Thursday 15 th March. The four tutorials before the Easter Break run from Fridays to Thursdays. NOTE: Check blackboard regularly for important FCOM 110 notices
Week 3 <i>12th March</i>	New Topic – Law, Commerce and Ethics (Leslie Brown) Tutorial One – Thinking Skills	
Week 4 <i>19th March</i>	Tutorial Two – Law, Commerce and Ethics	
Week 5 <i>26th March</i>	New Topic – Government and Policy Trends (Chris Eichbaum) Tutorial Three – Law Commerce and Ethics	Journal (20%) DUE: Tuesday March 20 th by 10.30am (Put journals in assignment boxes in Murphy Level 2)
Week 6 <i>2nd April</i>	Tutorial Four – Government and Policy Trends	Writing Component (10%) DUE: To be handed in at your writing seminar in week 23 rd - 29 th March
Week 7 <i>23rd April</i>	New Topic – Globalisation and its impacts on Business (Antong Victorio) Tutorial Five – Government and Policy Trends	Legal Assignment (20%) DUE: Wednesday April 4 th by 10.30am (Level 2 Murphy) NOTE: No tutorial on Friday 6 th April
EASTER BREAK		
Week 8 <i>30th April</i>	Tutorial Six – Globalisation and its impact on Business	NOTE: If you are allocated to a Wednesday tutorial, you will not have a tutorial on Wednesday 25 th April, due to ANZAC Day. Please make sure you go to another tutorial that week and that attendance is recorded by the tutor.
Week 9 <i>7th May</i>	Tutorial Seven – Globalisation and its impacts on Business	NOTE: Check your attendance at tutorials! You must attend 7 out of the 10 tutorials in total to complete term requirements.
Week 10 <i>14th May</i>	Tutorial Eight – Innovation and Entrepreneurship, Employment Trends	Essay on Government & Policy Trends (20%) DUE: Monday May 7 th by 10.30am
Week 11 <i>21st May</i>	Tutorial Nine – Innovation and Entrepreneurship, Employment Trends	
Week 12 <i>28th May</i>	Tutorial Ten – Trends in Information Technology	NOTE: Check blackboard for information about your exam to be held during your examination period.

Welcome to FCOM 110, an introduction to the New Zealand Commercial Environment. Please refer to this Course Outline where you have queries relating to the course. If anything cannot be found in the Course Outline, please see the Course Administrator.

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PART A: ALL ABOUT THE COURSE...

WHAT ARE THE COURSE OBJECTIVES?

The purpose of this course is to give an introductory survey of the trends, issues and evolving challenges of the contemporary business environment. The principal focus of the course is on the New Zealand commercial environment in the global setting. It is intended to give a foundation for future studies in a range of disciplines within the Commerce Faculty. Students are expected to consider the material critically rather than simply summarise the opinions of others. For this purpose, tutorials will be devoted to enhancing critical thinking. In addition, the course will assist students in acquiring a suitable level of essay writing and referencing skills.

The topics to be studied are set out below in the Lecture Schedule.

Students who successfully complete this course will be able to:

1. Conduct an informal study of a personally relevant business topic and form your own views and opinions on it.
This topic will be assessed by the Journal (worth 20% of the course marks)
2. Research and critically discuss selected topics in commercial law.
This topic will be assessed by the Legal Assignment (worth 20% of the course marks)
3. Discuss critically the nature of government and its effects on contemporary business.
This topic will be assessed by the Essay (worth 20% of the course marks)
4. Discuss critically the impact on business of current developments in the following areas:
 - a. Globalisation and its Impact on Business
 - b. Innovation and Entrepreneurship, Employment Trends
 - c. Trends in Information Technology*These topics will be assessed by the Exam (worth 30% of the course marks)*
5. Reach a satisfactory first year University standard in essay writing and referencing.
This will be assessed by the writing component (worth 10% of the course marks)

Students should note that additional Mandatory Requirements (usually called 'Terms') must be met for a pass in this Course. These include attendance at seven or more of the ten tutorials, submission of all pieces of assessment including the Writing Exercises and sitting the Course Test. The mandatory course requirements are described in full on page 25.

USE OF BLACKBOARD: NOTICES, LECTURE SLIDES AND OVERHEADS

HOW TO GET ONTO BLACKBOARD:

1. Log onto student page: www.student.vuw.ac.nz
2. Click on **Blackboard**
3. This lets you into the sign-up page
4. Enter in your **user id** and **password**
5. You should now be logged in.
6. If you have any trouble with logging onto blackboard contact SCS helpdesk

All notices will be posted on Blackboard (<http://www.blackboard.vuw.ac.nz>).

Only an OUTLINE of lectures will be posted on Blackboard. Full overheads will only be provided in lectures. It is essential that you attend all lectures and tutorials to gain full benefit from the course. Interaction with the lecturers, tutors and fellow students plays an important part in developing your critical competence.

SENDING EMAILS

All emails sent to staff must have the following words at the beginning of the subject line: "FCOM 110". Put your specific subject after that. This is so that your email can be distinguished from 'Spam' (unsolicited email) by staff.

EXPLANATION OF GRADES

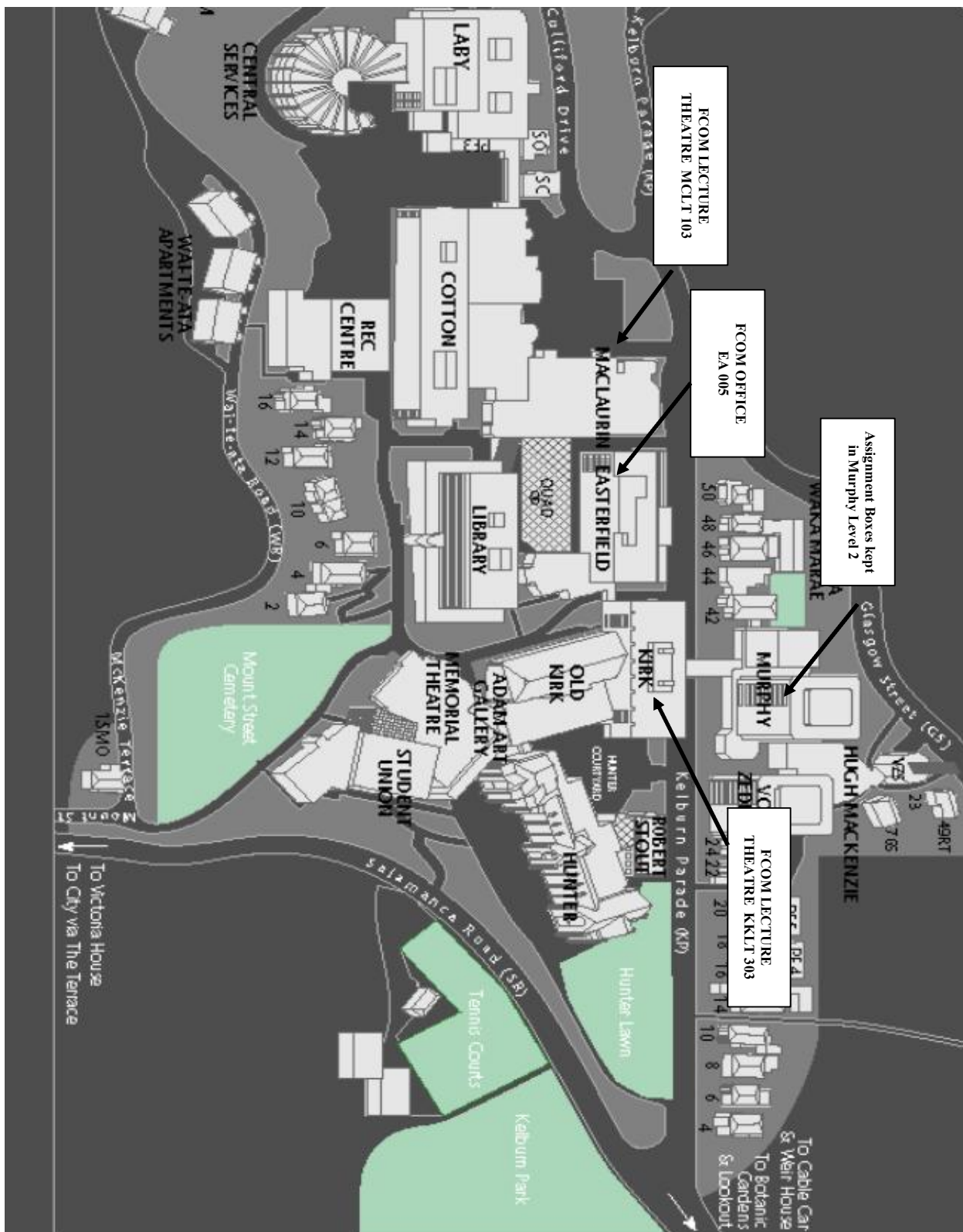
The following is a schedule of percentage marks to grades, which are applicable to your internal Assessment and your final result notifications.

Grade	Percentage Range
A+	85% and above
A	80-84%
A-	75-79%
B+	70-74%
B	65-69%
B-	60-64%
C+	55-59%
C	50-54%
D	40-49%
E	39% and under
F	Ungraded fail

In addition to achieving a 50% average across assessments, students must also meet the mandatory course requirements in order to pass the course (see page 25).

WHERE IS EVERYTHING LOCATED?

The map below indicates where the FCOM Office (EA 005) and Lecture Theatres (MCLT 103) and (KKLT 303) are. Please refer to this map in order to find these spaces on campus. The FCOM tutorials will be held on the Kelburn campus, specifically within the Old Kirk (OK), Kirk (KK), Murphy (MY), Hunter (HU) and Von Zedlitz (VZ) buildings.



PART B: ALL THE PEOPLE INVOLVED IN THE COURSE...

COURSE COORDINATORS

Dr. Janet Carruthers

Room: RH 1119, Rutherford House, Pipitea Campus
Phone: 463 6917
Email: Janet.Carruthers@vuw.ac.nz



Dr. Michael Cash

Room: EA 005, Easterfield Building, Kelburn Campus
Faculty of Commerce Kelburn Campus Office, Ground Floor
Easterfield (next to EA LT 006).
Phone: 463 6674
Email: Michael.Cash@vuw.ac.nz



COURSE ADMINISTRATOR

Melissa Karacaoglu

Room: EA 005, Easterfield Building, Kelburn Campus
Faculty of Commerce Kelburn Campus Office, Ground Floor
Easterfield. To find EA 005 go in the door and turn left.
Phone: 463 6674
Email: Melissa.Karacaoglu@vuw.ac.nz
Student
Hours: Monday – Thursday: 10am – 1pm



WRITING COURSE CO-ORDINATOR

Room: KK 012, New Kirk Building, Kelburn Campus
Phone: 463 5995
Email: Jan.Stewart@vuw.ac.nz



LECTURERS

Dr. Peter November

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Phone: 463 5431
Email: Peter.November@vuw.ac.nz



Leslie Brown

Room: RH 714, Rutherford House, Pipitea Campus
Phone: 463 6787
Email: Leslie.Brown@vuw.ac.nz

**Dr. Antong Victorio**

Room: RH 807, Rutherford House, Pipitea Campus
Phone: 463 5709
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**Eusebio Scornavacca**

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**Dr. Chris Eichbaum**

Room: RH 830, Rutherford House, Pipitea Campus
Phone: 463 5675
Email: Chris.Eichbaum@vuw.ac.nz

**A/Prof. Dai Gilbertson**

Room: RH 905, Rutherford House, Pipitea Campus
Phone: 463 5145
Email: Dai.Gilbertson@vuw.ac.nz

**GETTING TO RUTHERFORD HOUSE**

Please Note that the Pipitea Campus is in the Rutherford House Building, 23 Lambton Quay.

Students can catch a one section bus (route numbers 17, 23, 20) to the Pipitea campus. Free one section student bus tickets are available to students who have classes at two or more of the Victoria campuses. These can be collected from the VUWSA Office in the Student Union Building.

PART C: ALL ABOUT THE LECTURES...

THE FOUR LECTURE STREAMS

You must attend the lecture stream that you are enrolled in unless permitted by the Course Coordinator, who will sign a Change of Course form, to change into another stream. Personal convenience is not an acceptable basis for switching streams.

You have a specifically assigned coloured course outline (see below) that corresponds to the lecture stream that you are enrolled in. There will be regular checks to ensure that those attending the lectures are in their correct lecture stream.

WHERE AND WHEN ARE THE LECTURES?

Stream L1: (CRN 6684) GOLD	Tuesday: Wednesday: Thursday:	9am - 9.50am 9am - 9.50am 9am - 9.50am
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Stream L2: (CRN 6691) GREEN	Tuesday: Wednesday: Thursday:	11am - 11.50am 11am - 11.50am 11am - 11.50am
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Stream L3: (CRN 6696) RED	Tuesday: Wednesday: Thursday:	2.10pm - 3pm 2.10pm - 3pm 2.10pm - 3pm
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Stream L4: (CRN 10983) PURPLE	Tuesday: Wednesday: Thursday:	5.10pm - 6pm 5.10pm - 6pm 5.10pm - 6pm
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All lectures take place at Maclaurin Lecture Theatre 103 (MCLT 103) **EXCEPT** the **Tuesday 2.10pm** lectures that are held in **Kirk Lecture Theatre (KKLT 303)**. Students are expected to be in the lecture theatre promptly for their lecture. Because of the size of this class it is important that students be seated before class starts. Please note that the Occupational Health and Safety Act prohibits people sitting in aisles in situations such as this.

COURTESY CODE FOR FCOM LECTURES AND TUTORIALS

The fundamental lesson of a University is that YOU need to be responsible for your own learning. If you engage with the course, then you have a wonderful opportunity for a creative exploration of the ideas presented. As part of this learning experience please be courteous to your lecturers and fellow students by adhering to the following:

1. Turn off all mobile phones while attending the lectures and tutorials, this also includes sending and receiving text messages.
2. Be punctual (lectures start at 9am, 11am, 2.10pm and 5.10pm respectively). Tutorials start on the hour in the morning and 10 minutes after the hour from 1.10pm.

3. Do not be late for your lectures. If, for some good reason, you do arrive after the lecture has started, enter from the back only and avoid disrupting the lecture and distracting other students.
4. Refrain from talking to your friends during your lectures as this is distracting for the lecturers and other students.
5. Avoid sitting in the aisles or at the back (find an available place) for legal reasons.
6. Show respect towards the lecturer/tutor and your fellow students at all times.
7. Lastly - enjoy the course!

Numbers 3 and 5 refer to lectures only. The rest apply to tutorials as well.

Students will be expected to abide by this Courtesy Code. It is a condition for being accepted into this course.

WHAT ARE THE COURSE READINGS?

There are no readings for the first six lectures.

The essential readings for this course are included in the FCOM 110 Course Readings (BLUE COVER). This book must be purchased from Student Notes (Ground Floor, Student Union). Some additional material and readings may be distributed at lectures. Do not purchase a second-hand book of Readings, as it will not fit this year's course.

Students need to study the readings closely, and make full use of them in their tutorials and written assignments. In marking assignments, it will be assumed that you have studied the relevant readings, reflected on them, and formed a considered view of the issues raised. This is what is meant by "critically" as set out in the Course Objectives. Note that the Course Criteria for marking the Essays in this Course includes marks for "...showing evidence of completing the relevant readings".

WHAT WILL BE COVERED IN LECTURES?

Course Requirements and Introduction, Beginning of lecture 1, (Michael Cash).

27 February

- FCOM 110 Course Outline

1. Thinking Skills, lectures 1-6, (Peter November).

27 February, 28 March, 1 March, 6 March, 7 March, 8 March

L1: What sort of manager were you born to be? Now is the time to find out!

L2: ?

L3: Philosophy in the BCA? You must be joking!

L4: When is thinking slowly smart?

L5: How to fool everyone into thinking you are really creative.

L6: Bounce – Hit.

2. **Law, Commerce, and Ethics, lectures 7-12, (Leslie Brown)**

13 March, 14 March, 15 March, 20 March, 21 March, 22 March

L7: How the Sovereign governs the market.

L8: The concept of legal capacity.

L9: How legal actors interact (contracts).

L10: How we treat inputs into legal decisions (Fair Trading Act 1986).

L11: Competition in the product market place.

L12: Ethics in business, triple bottom line reporting.

3. **Government and Policy Trends, lectures 13-18, (Chris Eichbaum)**

27 March, 28 March, 29 March, 3 April, 4 April, 5 April

L13: Public Policy and the commercial environment

- Richard Shaw and Chris Eichbaum, 2005, *What is Public Policy?* in Public Policy in New Zealand: Institutions, processes and outcomes, Pearson/Prentice-Hall, Auckland.

L14: Political ideas

- Andrew Heywood, 2002, *Political Ideologies*, in Politics (second edition), Palgrave, Basingstoke.

L15: Constitutions

- Sir Kenneth Keith, 2001, *On the Constitution of New Zealand: An Introduction to the Foundations of the Current Form of Government*, Cabinet Manual, The Cabinet Office, New Zealand Government, Wellington
- Geoffrey Palmer and Matthew Palmer, 2004, *New Zealand's System of Government*, in Bridled Power, New Zealand's Constitution and Government, Oxford University Press, Auckland.

L16: The political system, parties and elections

- *Andrew Heywood, 2002, Parties and Party systems*, in Politics, (second edition), Palgrave, Basingstoke.

L17: The Public Sector and the policy process

- Richard Shaw and Chris Eichbaum, 2005, *The Policy Process*, in Public Policy in New Zealand: Institutions, processes and outcomes, Pearson/Prentice-Hall, Auckland.

L18: A Case Study: Tertiary education policy

- Richard Shaw and Chris Eichbaum, 2005, *Tertiary Education Policy*, in Public Policy in New Zealand: Institutions, processes and outcomes, Pearson/Prentice-Hall, Auckland.

- NB this section of lectures will include a comparative dimension – posing the question, ‘in what ways and with what kinds of effects does New Zealand differ from other nations, including those in the Asia-Pacific region?’

EASTER BREAK

4. Globalisation and its impacts on Business, lectures 19-23, (Antong Victorio)

24 April, 26 April, 1 May, 2 May, 3 May (no Lecture April 25, Anzac Day)

L19: Globalisation and World Economic Trends: An Introduction.

- Weisbrot, Mark, "Globalization: A Primer", [Online]. [cited 9 November 2004].
From:
<http://www.cepr.net/GlobalPrimer2.htm#International%20Financial%20Crises>.
October 1999.

L20: Outsourcing: Evidence and Some Issues

- Feenstra, Robert C., "Integration of Trade and Disintegration of Production in the Global Economy", *Journal of Economic Perspectives*, Volume 12, Number 4, Fall 1998, pp. 31-50.
- The Economist, "Sweating for Fashion," The Economist Newspaper Limited, 6 March 2004, pp. 17-18.

L21: Some Undesirables and Policy Issues

- Hilary, John, "Globalization and Employment: New Opportunities, Real Threats," Panos Briefing Paper No. 33, Panos Publications, May 1999.
- Slaughter, Matthew J. and Phillip Swagel, "Does Globalization Lower Wages and Export Jobs?," IMF Occasional Paper No. 11, International Monetary Fund, Washington DC, 1997.

L22: Capital Flows and Currency Crises

- Obstfeld, Maurice, "The Global Capital Market: Benefactor or Menace," *Journal of Economic Perspectives*, Volume 12, Number 4, Fall 1998, pp. 9-30.
- Victorio, Antong, "Understanding the Asian Crisis and Recommendations for Policy," Asian Studies Institute Working Paper 6, Victoria University of Wellington, January 1999.

L23: The New Zealand Economy: Trade Reforms and Globalisation

- Dalziel, Paul and Ralph Lattimore, "The Economic Reforms and Their Legacy", Chapter 3 in *The New Zealand Macroeconomy: Striving for Sustainable Growth with Equity, 5th edition*. Oxford University Press, Auckland, 2004.

5. Innovation and Entrepreneurship, Employment Trends, lectures 24-29, (Dai Gilbertson)

8 May, 9 May, 10 May, 15 May, 16 May, 17 May

L24: What do we export?

L25: Understanding other cultures.

L26: Demographics and employment.

L27: Innovation and entrepreneurship.

L28: The challenge to New Zealand.

L29: Wrap up Lecture.

6. **Trends in Information Technology, lectures 30-35, (Eusebio Scornavacca)**

22 May, 23 May, 24 May, 29 May, 30 May, 31 May

L30: Information - a valuable asset for any organisation

- Benson, S. & Standing, C. (2004). "Chapter 1 - Setting the Scene" in *Information Systems: a business approach*. 2 Ed. pp. 1-26

L31: Managing information to gain competitive advantage

- Benson, S. & Standing, C. (2004). "Chapter 8 – Strategic Information Systems Management Scene" in *Information Systems: a business approach*. 2 Ed. pp. 213-235

L32: The role of Information Systems in modern business

- Microsoft. (2004). Hansen Products (NZ) Limited: Microsoft Business Solutions - Axapta Paves the Way for Overseas Expansion at Hansen Products (NZ) Ltd. Retrieved 10 December, 2004, from <http://www.microsoft.com/nz/casestudies/directory/hansen.aspx?pf=true>
- Baker, G. (2004). *E-Tools For Marketers*, from http://www.firstrate.co.nz/media/media_default.asp?copy_id=86&c_idp=0

L33: Electronic Business

- The Economist. (2004, 15 May). "A survey on e-commerce". *The Economist*, 3-16.
- Pullar-Strecker, T. (2004). *Internet fastest way to Hell and a great earner*, from <http://www.spikefin.co.nz/news/articles/1000%20Info%20Tech%20040517.pdf>

L34: Mobile Business

- Stafford, T. F., & Gillenson, M. L. (2003). "Mobile commerce: what it is and what it could be". *Communications of the ACM*, 46(12), 33-34.
- TelecomNZ. (2003). *Mobile sales solution: Wireless recipe for sales success*. Retrieved 10 December 2005, from http://www.telecom.co.nz/binaries/mobjs_cookieitime.pdf

L35: Wireless New Zealand

- Barnes, S. J. and Scornavacca, E. (2005) "Strategic Impact of Wireless Applications In New Zealand Business" *Hong Kong Mobility Roundtable*, Hong Kong, June.
- TelecomNZ. (2005). *Taupo Tandem Skydiving*. Retrieved 1 December 2005, from http://www.telecom.co.nz/binaries/taupo_tandem_skydivinig_may05.pdf

PART D: ALL ABOUT THE TUTORIALS...

- You **MUST** signup for a two hour slot eg. 9am – 11am
- During the first **FOUR** weeks the first hour will be a normal FCOM 110 tutorial, and the second hour will be a writing seminar.
- After the Easter break, you will be attending only the **FIRST** hour for the remaining 6 weeks of the FCOM course.

HOW DO YOU SIGN UP FOR TUTORIALS?

- 1 You can start the signup process on **Tuesday 27th February at 6.30pm**. Signups close at **6.30pm on Tuesday 6th March** – you must have signed up for a tutorial by then!
- 2 **Go to the signup website: <http://signups.sim.vuw.ac.nz>.**
- 3 **Enter your SCS username and password** to get in.
- 4 The “Signup Home” page opens. It displays all of the courses you are enrolled for that use the Signups system. **Click on FCOM 110**
- 5 The FCOM 110 course page opens, showing a schedule of tutorials.
- 6 If there are spaces left in a particular tutorial session, then you will see the “ENROLL” button next to it. You can **click the “ENROLL” button to enroll in that particular tutorial** session.
- 7 If there are no more spaces left in a particular tutorial session, then you may see the “JOIN WAITLIST” button next to it. You can click this button to join the waitlist for that particular tutorial session. If you join a waitlist, then you will be automatically removed from any other waitlist that you had previously signed up for. If someone withdraws from a tutorial session for which you are on the waiting list, then you will be automatically enrolled in that tutorial. If you are automatically enrolled into a tutorial, then you are also sent a notification email to that effect. You can only join a waitlist if you have already enrolled in a tutorial session.
- 8 You can choose to “WITHDRAW” from a session you have already enrolled for. You can also choose to “CANCEL WAITLIST” to remove yourself from a particular waitlist.
- 9 A “FULL” button indicates all seats and waitlist spots are full for that particular tutorial session. You must choose another session.
- 10 The “KEY” section at the bottom of the page contains information about the buttons.
- 11 You can view/confirm the details of the tutorial sessions that you are enrolled in and waitlisted for by clicking on “My Signups” on the left hand menu. **You should confirm the details on Wednesday 7th March.**
- 12 If you are having problems using the Signups system, then click on the “Support” link on the left hand menu.

All FCOM tutorials and Writing tutorials/seminars start at the end of the second week of lectures on Friday 9th of March. Until the Easter break tutorial weeks run from Fridays to Thursdays. This is to accommodate those who would have a tutorial on Good Friday – 6th April.

Note: If you are allocated to a Tuesday tutorial, you will not have a tutorial on Wednesday 25th April, due to ANZAC Day. Please make sure you go to another tutorial that week and that attendance is recorded by the tutor.

TUTORIAL CONFIRMATION

Confirmation of your tutorial group (including Writing Seminars) will be posted on signup: <http://signups.sim.vuw.ac.nz>.

The tutorials aim to provide you with general assistance with the course requirements. Tutors will give you guidance about how to approach the set Assessments, and give you feedback on the Essays. You will be expected to think for yourself and develop your own view on the issues raised in the course. Your tutors will help you to debate and discuss these issues.

WHAT WILL BE COVERED IN TUTORIALS?

Tutorial One: Week Three

Thinking Skills

Try to get your ideas on your research topic sorted out before you attend this tutorial. In the tutorial you will be discussing your ideas with other students and your tutor. However, if you feel confident, you are welcome to get started into your research before this tutorial. You can then discuss how far you have got. Do not worry about discussing your ideas with others. There is plenty of scope for creativity and what really matters is that you think for yourself about the material that you discover and your discovery process.

Tutorial Two: Week Four

Law, Commerce and Ethics

“Law is best made by Parliament and not by Judges”

Your tutor will divide the group in two. The leader of one group will be the Prime Minister, and of the other the Chief Justice. The topic is: “Law is best made by Parliament and not by Judges”.

*Preparation: This Activity deals with the roles of executive, legislature, and judiciary drawing on the material covered in the first few lectures.

Tutorial Three: Week Five

Law, Commerce and Ethics

Marketplace

Consumer product markets commonly feature products (from different manufacturers) that have similar or 'look-alike' packaging or appearance or taste and so on. Find and bring to your tutorial at least one example of a consumer product that has similar or 'look-alike' packaging or appearance to another product.

You and the other participants in your tutorial will display the examples of similar or 'look-alike' product packaging that you have found. Discuss how section 9 Fair Trading Act 1986 might be applied to your example.

Tutorial Four: Week Six

Government and Policy Trends

Political ideas and constitutions

1. A political ideology combines elements of an analysis of the way things are, a sense of how they should be, and a political strategy or plan of action for making the transition from where we are now, to where we 'should be'. In a pluralist democratic system political parties compete for office on the basis of different political ideologies. How many coherent political ideologies can you detect in contemporary New Zealand politics (start with the parties represented in the New Zealand Parliament)?
2. What is a constitution? What are the various elements of New Zealand's constitutional arrangements, and how do those arrangements compare to the constitutions of other countries (what are the common elements, and what are the principal points of difference?)

Tutorial Five: Week Seven

Government and Policy Trends

Public Policy and the commercial environment

1. What is public policy?
2. Draw up a list of specific public policies (in New Zealand and elsewhere) that impact on the business sector (i.e. that shape the commercial environment in some way).
3. For the specific policies that you have listed under (b), what is the justification or rationale for each?
4. Is the justification or rationale for the policies a convincing one in your assessment – if not, what would you change and why?

Tutorial Six: Week Eight

Globalisation and its impacts on Business

For each of the following policy areas, explain why globalisation can be regarded as both an opportunity and/or a threat:

1. Trade, outsourcing and economic prosperity across countries
2. Employment and wages within each country's workers, skilled or unskilled, and between rich and poor countries' workers
3. The movement of financial capital across countries and the effect of these on exchange rates

Tutorial Seven: Week Nine

Globalisation and its impacts on Business

For each of the following policy areas, explain why globalisation can be regarded as both an opportunity and/or a threat:

1. The power of governments to set their own exchange rates and interest rates.
2. Culture, religion and traditional livelihoods
3. The future of an advanced agricultural economy like New Zealand

Tutorial Eight: Week Ten

Innovation and Entrepreneurship, Employment Trends

Describe a new venture you would like to make happen. Identify who the market is and how you will deliver a winning proposition. What action steps would you take to make it happen?

Tutorial Nine: Week Eleven

Innovation and Entrepreneurship, Employment Trends

What are some of the personal attributes of entrepreneurs you have gleaned from all of the websites you have visited? What websites were most useful to you personally? Why? Based on the websites, make a list of the qualities; attitudes and life experiences entrepreneurs seem to share. Rate yourself as an entrepreneur.

Questions 1-3 are based on: The Economist. (2004, 15 May). A survey on e-commerce. *The Economist*, 3-16.

1. What is e-business?
2. What is the role of e-business and information systems in our society?
3. How can NZ companies increase profits with e-commerce?

Questions 4-5 are based on Based on: TelecomNZ. (2003). *Mobile sales solution: Wireless recipe for sales success*. Retrieved 10 December 2004, from http://www.telecom.co.nz/binaries/mobjjs_cookieime.pdf

4. How cookie time is using mobile technology to gain competitive advantage?
5. In your opinion, what are the current major m-commerce limitations in NZ? Which ones you think will be overcome in 5 years. Which ones will not?

TUTORIAL ATTENDANCE AND ACHIEVING TERMS

You must attend at least 7 of the 10 tutorials in order to pass your mandatory course requirements (“terms”). Failure to attend the required number of tutorials may result in a K grade. (ungraded fail)

The K only applies to students who gain at least 50% of the course marks, but fail the course due to not satisfying a mandatory requirement (see page 25). Students who gain less than 50% receive D or E or F (see page 4 for an explanation of grades) irrespective of mandatory requirements.

PART E: ALL ABOUT THE COURSE ASSESSMENTS...

THERE ARE FIVE (5) ASSESSMENTS IN THIS COURSE:

- Assessment One: **Journal (20%)**
Due: Tuesday March 20th by 10:30am
- Assessment Two: **Writing Component (10%)**
Due: To be handed in at your writing seminar week beginning ?th March
- Assessment Three: **Legal Assignment (20%)**
Due: Wednesday April 4th by 10:30am
- Assessment Four: **Essay on Government and Policy Trends (20%)**
Due: Monday May 7th by 10:30am
- Assessment Five: **Exam (30%)**
A two hour exam covering the following areas; Globalisation and its impacts on Business, Innovation and Entrepreneurship, Employment Trends and Trends in Information Technology. Check Blackboard for details.

Details of the Assessments are set out below.

WHO MARKS THE ASSESSMENTS?

A tutor specialising in the topic you have selected will mark your Journal. This may not be your tutor.

The Writing Exercises will be marked by your writing tutor. Any queries as to the Writing Component assessment should be directed to Jan Stewart (KK012, Kirk Building).

Your FCOM tutor will mark and provide appropriate feedback for the Legal Assignment and Globalisation Essay. If you feel that the mark or feedback you received is unfair, then you must discuss this matter with your tutor, who may remark your Essay. If you still feel that you have been treated unfairly then take your Assessment (signed by your tutor) to Dr. Michael Cash in EA 129 who will review the mark.

Requests for to review the mark must be made within ten (10) days of the Assessment being handed back. Note that both your tutor and Dr. Michael Cash may increase or decrease your grade if you request a remark.

The Test will be marked by the tutors, but not necessarily your own FCOM tutor.

WHAT ARE THE CRITERIA FOR MARKING THE ESSAYS?

The criteria for marking the Essays are that they should:

1. Succeed in answering the Question(s) asked
2. Show a good understanding of the relevant issues
3. Give evidence of knowledge of relevant readings and research
4. Demonstrate the ability to critique ideas
5. Attain a good first-year University level of presentation of academic writing and research (including both APA and in-text referencing).

The essay marking schedule is included as an appendix to this document. Note that each criterion has three sub-sections. Failure to comply with any of a criterion's sub-sections could result in the loss of all of the marks for that criterion.

There will be equal weighting given to each criterion.

Refer to page 24 for a sample **Essay Marking Sheet**.

While students will not be expected to use APA referencing for Assessment One (the Journal) and the Terms Test, marks may be deducted for poor presentation.

The overall course standard for academic writing and referencing for all Assignments will be indicated clearly in the Writing Seminars. The criteria for this part of the course will be made clear in the first Writing Seminar.

REFERENCING AND PLAGIARISM

Your essays will be checked for plagiarism, so you need to carefully read the section on plagiarism (pages 26-27). All references from your readings or from the Internet must be cited correctly and fully, using APA referencing as learned in your Writing Course.

REMEMBER: Direct quotes OR paraphrasing (including ideas and concepts) **MUST** be referenced. Use your Writing Course Booklet as your guide to referencing. Plagiarised material will be given 0 marks.

You must ensure to keep an electronic copy of all your submitted work that may be retrieved when requested. You are also requested to enclose, when handing in your hard copy of Assessments One, Three and Four, a copy on a floppy disc or CD. The Course Co-ordinator reserves the right to check for plagiarism using whatever means required, including running work through turnitin.com.

ASSESSMENT ONE: JOURNAL (20%)

Attend at least four lectures before deciding on a topic.

Select the lecture topic you found the most interesting from lectures 1 – 6.

Do not repeat the lecture material in the journal. Instead, assume that the reader has been to the lecture and has understood it. Your journal is a **development** from the lecture material. The lecture is only the starting point for your research journey. The direction you take is up to you.

Ask questions, make discoveries, find out more about your ‘angle’ on the topic by reading about it (find out how the VUW and the public libraries work), by searching on the Internet, **and** by talking to people you know or you can contact through your family and friends. Regard this as a research adventure. Your research journal tells the story of this adventure. Read the adventures of past students. Eleven examples are given in "The FCOM Journals". Copies of this are available from the Closed Reserve section of the library and available on 'restricted loan'.

Do not attempt to conduct a formal survey. You need Human Ethics Committee approval for that. This is a personal, informal enquiry only.

Structure your journal as follows:

1. Front page: write FCOM 110, followed by your name, your ID number, your tutorial code, your tutor’s name and the lecture number (1 – 6). Nothing else – just these six things, one under the other down the middle of the page.
2. First page: Your title should be related to one of the lecture topics, but not be the same: be creative.
3. Start the journal with the reason why you chose this topic.
4. Explain how you set about doing the research and what you discovered about your chosen topic: tell a story. This is sometimes referred to as a ‘narrative style’. Write in the first person “. . . so later that night I telephoned a friend of my father and asked . . .”
5. End with a conclusion in which you reflect on the exercise and summarises your experience.
6. Give references to all your secondary sources of information (print matter and Internet pages), either within the text or at the end, in such a way that someone else could find them. This is an informal report so you do not need to use one of the formal academic referencing systems (this will be covered later in the course and will be necessary in your essays).
7. Demonstrate that you can conduct your own line of enquiry on a topic and can form your own views and opinions as a result of this.

Type the journal in a 12-point Times font, with single-spaced paragraphs. It should be about five (5) A4 pages (single side) and stapled in the top left-hand corner. The five pages include the cover. The journal itself starts on the second page.

Guidance on this assignment will be given in the lectures and through discussion with Peter November: Tuesday, Wednesday, and/or Thursday 10 am – 11 am; 1 pm– 2 pm and 4pm - 5 pm in open forum on the Murphy overbridge.

This paper is due on Tuesday March 21st by 10:30am. Six boxes will be provided on the second floor of the Murphy Building. Place your work in the box with the number of the lecture (1 – 6) that you have chosen as your starting point.

Your paper will be marked and be available for collection at the FCOM Office (EA 129) after the Easter break or returned by your tutor. If you feel that the mark or feedback you received is unfair, then you must discuss this matter with your tutor first. If you wish to discuss it further, contact Peter November and arrange a time to see him within ten days of receiving your work back.

Due: Tuesday March 20th by 10:30am

ASSESSMENT TWO: WRITING COMPONENT (10%)

The business writing course, as an important part of the FCOM 110 course, aims to provide all Commerce students with:

- The core writing communication skills required for success in working life
- The basic writing skills necessary for many of the assessment requirements of university work.

There are 4 writing seminars that run in addition to your FCOM 110 tutorials:

Writing Seminar One begins:	Friday 9th March – 15th March
Writing Seminar Two begins:	Friday 16^h March – 22nd March
Writing Seminar Three begins:	Friday 23rd March – 29th March
Writing Seminar Four begins:	Friday 30th March – Thursday 5th April

Attendance at writing sessions is worth 4% of course marks so please:

- choose times carefully and
- check you are on tutorial lists at your first session.
- attend your writing class

NB Because of the large numbers involved and the desire to keep classes small, the **swapping of writing seminars is NOT permitted.**

The business-writing course is worth 10% of your total FCOM 110 assessment.

Assessment requirements are:

- | | |
|---|--------------|
| 1. Attendance - 4 seminars | = 4% |
| 2. Complete and hand in one writing exercise due to your writing tutor in class the week of 26th March 2006 | |
| a. Write an introductory paragraph for one of your future FCOM essays including one intext APA reference | = 6% |
| TOTAL | = 10% |

NOTE: The business writing course is run by Student Learning Support Service for the Faculty of Commerce and all queries should be made to SLSS in the ground floor of New Kirk Building or phone 463 5999. Assessment exercises must be handed in to the tutor at your writing seminar the week they are due.

ASSESSMENT THREE: LEGAL ASSIGNMENT (20%)

Legal Assignment based upon six (6) lectures conducted by Leslie Brown:

“Law might be said to be the rule book for society. Law sets the rules about our birth, life and death; how our governments behave, and how our businesses run. Law also has courts and judges who decide disputes and impose penalties for unacceptable behaviour.”

Choose one from birth, life and death; government; or business. Explain why society needs a rule book using your choice to illustrate your points.

In a controversial area of your choice outline how judges and courts decide disputes and impose penalties in this area.

Please enclose a hard copy of your assignment in a sealed A4 envelope together with a copy of your assignment on a floppy disc or CD. Place it in your tutor’s box and put your tutor’s name and tutorial number on the front. Boxes are located on the second floor of the Murphy Building.

Marks will be deducted from assignments exceeding the word limit by more than 10% of the prescribed word count.

Length: 1500 words.

Due: Wednesday April 4th by 10:30am

ASSESSMENT FOUR: ESSAY, GOVERNMENT AND POLICY TRENDS (20%)

Essay Assignment on Government and Policy Trends based upon six (6) lectures conducted by Dr Chris Eichbaum

In a two part essay not exceeding 1500 words:

Outline some of the key ways in which government influences the commercial environment.

In your opinion what kinds of government decisions or actions assist the business sector, and what kinds of decisions or actions do not? (*use examples from the New Zealand or some other commercial environment you are familiar with to illustrate and support your points*).

Note: the main focus of your essay should be on the second part of the question

Please enclose a hard copy of your assignment in a sealed A4 envelope together with a copy of your assignment on a floppy disc or CD. Place it in your tutor's box and put your tutor's name and tutorial number on the front. Boxes are located on the second floor of the Murphy Building.

Marks will be deducted from assignments exceeding the word limit by more than 10% of the prescribed word count.

Length 1500 words.

Due: Monday May 7th by 10:30am

ASSESSMENT FIVE: THE EXAM (30%)

The Exam will consist of three (3) sections testing your understanding of and considered view about issues and topics raised in the lectures and readings on Globalisation and its impacts on Business, Innovation and Entrepreneurship, Employment Trends and Trends in Information Technology

Each section is of equal weighting.

Check blackboard for details and the date of this test.

WHAT HAPPENS TO LATE ASSESSMENTS?

Late Assignments and Essays will have their total mark reduced by 1 mark for each day they are overdue unless prior permission has been granted. Late Assignments and Essays are to be brought to Melissa Karacaoglu in EA 005.

Late Writing Exercises must be handed in no later than ten (10) days from the due date. After this time, your assessment will NOT be accepted. You should do this at the Student Learning Support Services (SLSS) reception, Level 0 Kirk Wing. However, you need to understand that these will not be marked and you will be awarded 0% for this exercise.

Assignments and Essays submitted over ten (10 days) late will not be marked and you will be awarded 0% for this assessment.

WHAT ARE THE MANDATORY COURSE REQUIREMENTS (“TERMS”)?

To complete the mandatory requirements for this course you must:

- a) Attend at least seven of the ten tutorials and be marked off as present by your tutor. If you arrive late to a tutorial then your tutor may not award you with ‘attendance’ for that tutorial.

AND

- b) Submit all Assessments (including Writing Exercise).

The Journal, Legal Assignment and Essay must be put into your tutor’s marked box on the second floor of the Murphy Building with your name, Student ID number, your tutor’s name, and your tutorial number on the front.

The Writing Exercises must be handed in to your writing seminar tutor during your writing seminar with the cover sheet filled out and attached to the front.

AND

- c) Sit the course Exam.

Students who fail to satisfy the mandatory requirements for passing the paper will not receive a graded result, and their records will show a “K” (an ungraded fail).

To pass FCOM 110 a student must meet the mandatory requirements and achieve at least an average of 50% over all the assessment.

PART F: AND...GENERAL UNIVERSITY POLICIES AND STATUTES

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

STUDENT SUPPORT

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student and Academic Services Office

The Faculty's Student and Academic Services Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications. To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

Easterfield (EA) - FCA/Education/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce and Administration, Education and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office is available for the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- Forms for FCA Student and Academic Services (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

To check for opening hours call the Student and Academic Services Office on (04) 463 5376.

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to www.vuw.ac.nz/policy.

For information on the following topics, go to the Faculty's website www.vuw.ac.nz/fca under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct

- Meeting the Needs of Students with Impairments
- Student Support
- Notice of Turnitin Use

Manaaki Pihipihinga Programme

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email manaaki-pihipihinga-programme@vuw.ac.nz or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.

ACADEMIC INTEGRITY AND PLAGIARISM

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else’s work as if it were your own, whether you mean to or not.

‘Someone else’s work’ means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organisation or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University’s website at: www.vuw.ac.nz/home/studying/plagiarism.html.

STUDENTS WITH DISABILITIES

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

APPENDIX: SAMPLE ESSAY MARKING SHEET

Student ID#:	FCOM 110: <i>Essay 1</i>
Tutor:	Tutorial Number:

Assessment Criteria and Comment - The student has...	Out of	Marks
...sufficiently answered all of the questions Ideas on topic? Good balance of answers to the sub-questions? To the point? (no 'padding')	4	
...shown a good understanding of the relevant issues Issues clear? Scope of the issues appreciated? Ideas on the issues sufficiently developed?	4	
...shown evidence of completing the relevant readings Readings referred to? Readings used and challenged effectively? Minimal direct quotation?	4	
...provided a critical / personal response to the questions Ideas thought through? Alternative views discussed? Original thought or a personal perspective shown?	4	
...presented the essay appropriately Well structured? Writing clear, accurate, and appropriate? Referenced properly?	4	
Recommended total		/20
Less marks for . . . days lateness		
Plus/Less marks for moderation		
Actual total		/20