

School of Marketing and International Business

IBUS 308
SPECIAL TOPIC:
INTERNATIONAL BUSINESS SIMULATION

Trimester Three 2008

COURSE OUTLINE

Names and Contact Details

Course Coordinator:

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Trimester Dates

Business simulation: 17th November 2008 - 21st November 2008

Final test: 24th November 2008

Due date for essay: 5th December 2008

Class Times and Room Numbers

Mon 17th November 2008, 11.30am – 13.20pm (GBLT3)

Tue 18th November 2008, 9am – 4.15pm (RWW202; RWW302; GBLT1, GBLT4)

Wed 19th November 2008, 9am – 4.15pm (RWW202; RWW302; GBLT3)

Thu 20th November 2008, 9am – 4.15pm (RWW202; RWW302; GBLT3)

Fri 21st November 2008, 9am – 3.00pm (RWW202; RWW302; GBLT3)

Mon 24th November 2008, 10am – 12pm (Final Test: GBLT3)

Withdrawal dates: Information available via

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

Course Content

TOPSIM Global Challenge is a management simulation for global business. Five teams of 3-6 students manage firms that produce printers. Each of these firms is located in a different home region: Europe, India, Taiwan, Japan, and South Korea. In the first period, each firm is only acting in its respective home country. In the five subsequent periods, the firms can internationalise and enter the other markets by forming co-operations, establishing own foreign subsidiaries or acquiring other firms. Firms can produce and sell their products in different markets and purchase raw materials internationally. Management teams have to make decisions concerning their firms' strategic and operational orientation and implement these in their organisations. On the strategic level, teams decide about their internationalisation paths and approaches, while on the operational level functional decisions concerning production, marketing, purchasing, logistics, and finance have to be conducted for each market in which they are active.

The management simulation comprises seven planning rounds including one test round which allows experimentation with the functions of the software. In addition to planning rounds, interactive sessions and lectures will help to leverage the experiential learning by integrating conceptual aspects. The course is designed so that students benefit from reflective learning in the form of assignments and the final test.

- *Lectures and Interactive Sessions*
The first (constituting) session (Monday 17th November) provides an introduction into the rules and mechanisms of the simulation and its software. This course integrates lectures and interactive sessions to relate experiential learning to international strategy and management concepts.
- *Planning rounds*
In the planning rounds, decisions will be made for the respective period or 'year' to be played. At the beginning of each planning round, the management teams receive reports with results from the previous year. In addition, they get information on changes in basic parameters, such as market volumes or prices, as necessary inputs for their subsequent decision making.
- *Wiki*
Each management team will get space for a wiki on Blackboard. Each team is required to use its wiki on a daily basis (MON-FRI) to develop a document that informs about the team's organisation and management approach, describes how this approach works and what are its shortcomings; explains how strategy is made within the team and how it is executed in the course of the game; discusses how new information changes strategic and operational assumptions; discusses the interaction between team members; etc. Each team is responsible for its own structure and content.

Course Learning Objectives

By the end of this course, students should be able to

- 1 Organise and make business decisions in teams (assessed through Group Wiki documentation and Reflective Essay).
- 2 Compare strategic alternatives for the internationalisation of a firm (Quiz, Reflective Essay, and Final Test).
- 3 Formulate and select a strategic path for the internationalisation of a firm (Reflective Essay and Final Test).
- 4 Develop, select, and revise strategic and operative decisions for several consecutive business years in a business simulation (Reflective Essay and Final Test).

The achievement of the learning objectives will be assessed in a quiz, a final test, and a reflective essay. Students will document their progress in group wikis. As reward for the best wiki, each team member will get a 5% overall bonus in their assessment. In addition, wikis will inform at least 50% of the questions of the final test (24th November) and will provide valuable inputs to the reflective essay.

Expected Workload

You should expect to spend approximately 40-50 hours during the week of lectures, discussions and simulations. You also need to reserve approximately 40-50 hours for the assignment.

Readings

All materials are provided during the course.

Assessment Requirements

Reflective Essay	40%
Quiz	10%
Final Test	50%
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Overall	100%

REFLECTIVE ESSAY

Write a reflective essay based on your experiences during the simulation (approximately 2,500 words, due on 5th December 2008, worth 40%). This case study will include descriptions, conceptualisations and reflections on the following issues:

- Organising and managing a team (structures and processes);
- Strategic objectives, decision-making and actual implementation;
- Planned strategies and emerging strategies (i.e. environmental factors; competition);
- Competitive interactions and how they altered your strategies and operations;
- Choices concerning internationalisation and resulting dynamics;

- Outcome of your game and reflections on overall learning from this experience.

The marking criteria for the reflective essay include the following:

- (a) a description of the team activities, decisions and processes (20%);
- (b) an explanation how the outcome of the game relates to these activities, decisions and processes (20%);
- (c) the application of IBUS theories to support the arguments (relationship between behaviour and outcomes) (15%);
- (d) an analysis of the team's behaviour for strengths and weaknesses using IBUS concepts (15%);
- (e) the development of evaluation criteria and an evaluation of the team's behaviour (15%);
- (f) approaches (for team's behaviour) that would improve the outcome if the game were repeated (15%).

QUIZ

After the last round of simulations (Friday, 21st November) a quiz serves as the first assessment. Students access Blackboard and complete a quiz which focuses on comprehension, application and analysis of the management simulation. The only preparation needed for this assessment is presence, active participation in discussions and individual reflection throughout the course. In addition, you will benefit from a high activity level of your team while working on wikis.

SUBMISSION OF ASSIGNMENTS

Students of SMIB are encouraged to use the **Journal of International Business Studies** Style for information as to how to present, submit, organise and reference their work. These guidelines, including examples, of appropriate essay, report, and academic research formats are available on-line at: www.jibs.net. Assignments will be submitted exclusively via Blackboard.

Due dates for assignments are the following:

Quiz	21 st November (after the last simulation round)
Reflective Essay:	5 th December 2008 (before midnight)

Late submissions

Later submissions will not be accepted except where the student has a medical certificate, a note from the student counsellor, or some exceptional circumstance exists. Extensions **must be applied for in advance** - they will only be considered if a written application is made at least 24 hours prior to the due date. Application for an extension must be made to the Course Coordinator.

FINAL TEST

The final test is worth 50% of the overall assessment for this course. For the final test students are expected to draw on their learning from the course materials, interactive sessions and lectures and interactions during the class. Students are advised to invest in developing the teams' wiki because it will directly or indirectly contribute to mastering at least 50% of the

final test. The final test will take place on Monday, 24th November 2008 in GBLT3, from 10am to 12pm.

Mandatory Course Requirements

In order to pass IBUS 308 you need to participate in **all** simulation rounds, interactive sessions and lectures and achieve a **minimum of 50% overall** (the weighted sum of all assessments).

Communication of Additional Information

Additional information will be posted on Blackboard. Students should consider the Blackboard site for IBUS 308 as a first point of call for answers to questions about course dates, times, announcements, assignments and style guidelines, and grades. You need to be enrolled to be able to access this site. Please make yourself familiar with the Blackboard environment since at least one assessment involves using Blackboard (i.e. the quiz).

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 on the ground floor (EA005). This counter is the first point of contact for :

- 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.

Use of Turnitin

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <<http://www.turnitin.com>>. Turnitin is an on-line plagiarism prevention tool which identifies material that may have been copied from other sources including the Internet, books, journals, periodicals or the work of other students. Turnitin is used to assist academic staff in detecting misreferencing, misquotation, and the inclusion of unattributed material, which may be forms of cheating or plagiarism. *At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin.* You are strongly advised to check with your tutor or the course coordinator if you are uncertain about how to use and cite material from other sources. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

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.victoria.ac.nz/home/about/policy/students.aspx

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

- Academic Grievances
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

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. The University defines plagiarism as follows:

The presentation of the work of another person or other persons as if it were one's own, whether intended or not. This includes published or unpublished work, material on the Internet and the work of other students or staff.

It is still plagiarism even if you re-structure the material or present it in your own style or words.

Note: including the work of others will not be considered plagiarism as long as the work is acknowledged by appropriate referencing.

Plagiarism is prohibited at Victoria and is not worth the risk. Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct and may be penalised severely. Consequences of being found guilty of plagiarism can include:

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

Find out more about plagiarism, and how to avoid it, on the University's website:

www.victoria.ac.nz/home/studying/plagiarism.html

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 6015. To contact the Pacific Support Coordinator, email pacific-support-coord@vuw.ac.nz or phone (04) 463 5842.