

School of Marketing and International Business

IBUS 308
SPECIAL TOPIC:
INTERNATIONAL BUSINESS SIMULATION

Trimester Three 2009

COURSE OUTLINE

Names and Contact Details

Course Coordinator:

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Trimester Dates

Business simulation: 16th November 2009 – 20th November 2009

Final test: 23rd November 2009

Due date for essay: 4th December 2009

Teaching Period: 16th November 2009 – 20th November 2009

Mid Trimester (Christmas) Break: Thursday 19 December 2009– Monday 4 January 2010

Withdrawal from Courses: Information available via

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

Last day to withdraw with a refund from this course is Friday, 13 November 2009.

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)**

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

Class Times and Room Numbers

Mon	16 th November 2009, 11.30am – 13.20pm (GBLT3)
Tue	17 th November 2009, 9am – 4.15pm (RWW102, RWW202; RWW302; GBLT3)
Wed	18 th November 2009, 9am – 4.15pm (RWW102, RWW202; RWW302; GBLT3)
Thu	19 th November 2009, 9am – 4.15pm (RWW102, RWW202; RWW302; GBLT3)
Fri.	20 th November 2009, 9am – 3.00pm (RWW102, RWW202; RWW302; GBLT3)
Mon	23 rd November 2009, 10am – 12pm (Final Test: GBLT3)

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 (assessed through quiz, reflective essay, and final test).
- 3 Formulate and select a strategic path for the internationalisation of a firm (assessed through reflective essay and final test).
- 4 Develop, select, and revise strategic and operative decisions for several consecutive business years in a business simulation (assessed through 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 (23rd November) and will provide valuable inputs to the reflective essay.

Course Delivery

TOPSIM Global Challenge is a management simulation in global business. Five teams with 3-6 members take over the management of 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 six subsequent periods, the firms can internationalise and enter the other markets with by forming co-operations, own subsidiaries, and by acquisition of subsidiaries. The firms can produce and sell their products in the different markets. The same applies to the purchase of raw materials. The management teams have to make decisions on the strategic and the operational level. On the strategic level, the teams decide in which countries they will develop their activities. On the operational level, they have to make for each market functional decisions in production, marketing, purchasing, logistics, and finance.

The constitutive meeting on 16 November will provide an introduction to the course. It particularly serves to form management teams and to hand out the manual. The management simulation itself (Tuesday, 17th November to Friday, 20th November) comprises seven planning rounds including one test round to explore the game. Alternating lectures provide the decision-making rounds with explanations of the simulation itself and the training of international management knowledge. The management simulation comprises three and a half consecutive days.

Lectures

These sessions provide an introduction into the rules and mechanisms of the game. The lectures further present the key concepts relating to the management of internationalisation.

Planning rounds

In the planning rounds, decision will be made for the respective period or “year” to be played. At the beginning of each planning round, the management teams receive the reports with the results of the last year. In addition, they get information on changes in basic parameter, such as market volumes or prices for necessary inputs. On the basis of this information, the decisions for the next year can be developed.

Programme:			Room
Monday:	02.00 pm – 03.00 pm	Constitutive meeting	GBLT3
Tuesday:	09.00 am – 10.30 am	Introduction	GBLT3
	10.30 am – 10.45 am	Break	
	10.45 am – 12.15 pm	Test round	Cybercommons (RWW)
	12.15 pm – 01.00 pm	Break	
	01.00 pm – 02.30 pm	Discussion of reports	GBLT3
	02.30 pm – 02.45 pm	Break	
	02.45 pm – 04.15 pm	1 st Round	Cybercommons (RWW)
Wednesday:	09.00 am – 10.30 pm	Concepts 1	GBLT3
	10.30 am – 10.45 pm	Break	
	10.45 am – 12.15 pm	2 nd Round	Cybercommons (RWW)
	12.15 pm – 01.00 pm	Break	
	01.00 pm – 02.30 pm	Concepts 2	GBLT3
	02.30 pm – 02.45 pm	Break	
	02.45 pm – 04.15 pm	3 rd Round	Cybercommons (RWW)
Thursday:	09.00 am – 10.30 pm	Concepts 3	GBLT3
	10.30 am – 10.45 pm	Break	
	10.45 am – 12.15 pm	4 th Round	Cybercommons (RWW)
	12.15 am – 01.00 pm	Break	
	01.00 pm – 02.30 pm	Concepts 4	GBLT3
	02.30 pm – 02.45 pm	Break	
	02.45 pm – 04.15 pm	5 th Round	Cybercommons (RWW)
Friday:	09.00 am – 10.00 am	6 th Round	Cybercommons (RWW)
	10.00 am – 10.15 am	Break	
	10.15 am – 11.15 am	7 th Round	Cybercommons (RWW)
	11.15 am – 11.30 am	Break	
	11.30 am – 12.15 pm	Closing session	GBLT3
	01.00 pm – 02.00 pm	Quiz	Cybercommons (RWW)

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.

Group Work

Management teams of 5-6 students will take over the management of already existing firms in the business game and will take their firms into international markets. The business game comprises seven simulated rounds or “years” for which the teams have to make both strategic and operative decisions. The teams also write up a wiki. These team wikis provide all members of the group with basic information for the individual reflective essays. There will be no direct group-based assessment.

Readings

All materials are provided during the course.

Materials and Equipment

During the course, students will be required to use computers provided in the respective Cybercommons RWW102, RWW202, and RWW302.

Assessment Requirements

Quiz	10%
Reflective Essay	40%
Final Test	50%

Overall	100%
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QUIZ

After the last round of simulations (Friday, 20th November) a quiz (one hour) 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. The quiz serves to assess the attainment of learning goal 2.

REFLECTIVE ESSAY

Write a reflective essay based on your experiences during the simulation (approximately 2,500 words, due on 4th December 2009, 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%).

The reflective essay serves to assess the attainment of all learning goals.

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	20 th November (after the last simulation round)
Reflective Essay:	4 th December 2009 (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, 23rd November 2009 in GBLT3, from 10am to 12pm.

Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.

The final test serves to assess the attainment of learning goals 2, 3, and 4.

Penalties

Late submissions without extension will not be accepted.

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).

Use of Turnitin (if applicable)

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 compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. 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.

For the following important information follow the links provided:

Academic Integrity and Plagiarism

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

General University Policies and Statutes

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

Faculty of Commerce and Administration Offices

<http://www.victoria.ac.nz/fca/studenthelp/>

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/