

School of Marketing and International Business

## **IBUS 307 INTERNATIONAL BUSINESS SIMULATION**

Trimester 3, 2011

### **COURSE OUTLINE**

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#### **Names and Contact Details**

Course Coordinator:

Dr. Thomas Borghoff

RH 1109

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Office hours:            Wednesday    1:30 pm – 2:30 pm

#### **Trimester Dates**

Teaching Period (Business Simulation):    14<sup>th</sup> November 2011 – 18<sup>th</sup> November 2011

Final test:    21<sup>st</sup> November 2011

Due date for essay:                                2<sup>nd</sup> December 2011

#### **Withdrawal from Course**

Your fees will be refunded if you withdraw from this course on or before: **18<sup>th</sup> November 2011.**

After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

#### **Class Times and Room Numbers**

Mon	14 <sup>th</sup> November 2011, 11:30am – 01:20pm	(GBLT4)
Tue	15 <sup>th</sup> November 2011, 9:00am – 4.15pm	(RWW102, RWW202; RWW302; GBLT4)
Wed	16 <sup>th</sup> November 2011, 9:00am – 4.15pm	(RWW102, RWW202; RWW302; GBLT4)
Thu	17 <sup>th</sup> November 2011, 9:00am – 4.15pm	(RWW102, RWW202; RWW302; GBLT4)
Fri	18 <sup>th</sup> November 2011, 9:00am – 3.00pm	(RWW102, RWW202; RWW302; GBLT4)
Mon	21 <sup>st</sup> November 2011, 10:00am – 12:00pm	(Final Test: GBLT4)

## **Course Content**

The course introduces students to decision making within internationalising firms. Students are required to plan the expansion of a firm over multiple periods by considering how external factors affect strategic and operational planning.

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.

## **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 (21<sup>st</sup> November) and will provide valuable inputs to the reflective essay.

## **Course Delivery**

The constitutive meeting on 14<sup>th</sup> 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, 15<sup>th</sup> November to Friday, 18<sup>th</sup> 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: 11.30 am – 01.20 pm Constitutive meeting	GBLT4
Tuesday: 09.00 am – 10.30 am Introduction	GBLT4
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 – 01.45 pm Discussion of reports	GBLT4
01.45 pm – 02.00 pm Break	
02.00 pm – 02.45 pm Expert groups	Cybercommons (RWW)
02.45 pm – 04.15 pm 1 <sup>st</sup> Round	Cybercommons (RWW)
Wednesday: 09.00 am – 10.30 pm Concepts 1	GBLT4
10.30 am – 10.45 pm Break	
10.45 am – 12.15 pm 2 <sup>nd</sup> Round	Cybercommons (RWW)
12.15 pm – 01.00 pm Break	
01.00 pm – 02.30 pm Concepts 2	GBLT4
02.30 pm – 02.45 pm Break	
02.45 pm – 04.15 pm 3 <sup>rd</sup> Round	Cybercommons (RWW)
Thursday: 09.00 am – 10.30 pm Concepts 3	GBLT4
10.30 am – 10.45 pm Break	
10.45 am – 12.15 pm 4 <sup>th</sup> Round	Cybercommons (RWW)
12.15 am – 01.00 pm Break	
01.00 pm – 02.30 pm Concepts 4	GBLT4
02.30 pm – 02.45 pm Break	
02.45 pm – 04.15 pm 5 <sup>th</sup> Round	Cybercommons (RWW)
Friday: 09.00 am – 10.00 am 6 <sup>th</sup> Round	Cybercommons (RWW)
10.00 am – 10.15 am Break	
10.15 am – 11.15 am 7 <sup>th</sup> Round	Cybercommons (RWW)
11.15 am – 11.30 am Break	
11.30 am – 12.15 pm Closing session	GBLT4
01.00 pm – 02.00 pm Quiz	Cybercommons (RWW)

### Expected Workload

You should expect to spend approximately 150 hours in total on the course.

Attendance at lectures and simulations:	40 hours
Reading and reviewing:	50 hours
Assignments:	60 hours

### 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%
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Overall	100%

### *QUIZ*

After the last round of simulations (Friday, 18<sup>th</sup> 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 2<sup>nd</sup> December 2011, 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 description of the team activities, decisions and processes (20%);
- an explanation how the outcome of the game relates to these activities, decisions and processes (20%);
- the application of IBUS theories to support the arguments (relationship between behaviour and outcomes) (15%);
- an analysis of the team's behaviour for strengths and weaknesses using IBUS concepts (15%);
- the development of evaluation criteria and an evaluation of the team's behaviour (15%);
- 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 **APA** Style for information as to how to present, submit, organise, and reference their work. Assignments will be submitted exclusively via Blackboard.

Due dates for assignments are the following:

Quiz                            18<sup>th</sup> November 2011 (after the last simulation round)  
Reflective Essay:        2<sup>nd</sup> December 2011 (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, 21<sup>st</sup> November 2011 in GBLT4, 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.

### **Quality Assurance 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.*

### **Penalties**

Late submissions without extension will not be accepted.

### **Mandatory Course Requirements**

In order to pass IBUS 307 you must participate in **all** simulation rounds, interactive sessions and lectures and achieve a **minimum of 50% overall** (the weighted sum of all assessments).

### **Class Representative**

A class representative may be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

### **Communication of Additional Information**

Additional information will be posted on Blackboard. Students should consider the Blackboard site for IBUS 307 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**

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**

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://www.victoria.ac.nz/home/study)

Find out about academic progress and restricted enrolment

at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>

The University's statutes and policies are available at [www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy), except qualification statutes, which are available via the Calendar webpage

at <http://www.victoria.ac.nz/home/study/calendar.aspx> (See Section C).

Further information about the University's academic processes can be found on the website of the Assistant Vice-Chancellor (Academic)

at [www.victoria.ac.nz/home/about\\_victoria/avcacademic/default.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/default.aspx)

### **AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

### **Faculty of Commerce and Administration Offices**

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

### **Te Putahi Atawhai**

### **Maori and Pacific Mentoring Programme**

[http://www.victoria.ac.nz/st\\_services/tpa/index.aspx](http://www.victoria.ac.nz/st_services/tpa/index.aspx)