



BUSINESS SCHOOL
Te Kura Pakihi

COURSE OUTLINE

BSNS 401

***The Environment of Business and
Economics***

Semester One, 2021

This course outline contains information specific to this paper. For more general information common to your papers, please refer to the [COMMERCE_UG_2021: Commerce Undergraduate Students](#) site on Blackboard.

Paper Description and Aims

The purpose of this paper is to provide students in the coursework Masters programme with an appreciation of business and economics as they are experienced in a variety of cultural settings. Further, for the sake of international students, this paper provides exposure to 'Western' business practices. Moreover, this paper offers students the opportunity to improve their communication skills (verbal and written) within professional and academic contexts.

Description: This paper relates to the University of Otago Profile in terms of the following four substantial affective elements:

- *Global Perspective*
- *Interdisciplinary Perspective*
- *Lifelong Learning*
- *Scholarship*

Further, the paper appeals to nearly all of the listed attributes often sought by employers and required by the Professional Accreditation Bodies, in particular:

- *Enhanced, well-developed critical thinking*
- *Enhanced, well-developed communication skills (verbal and written)*
- *Enhanced, well-developed independent learning and information literacy*
- *Appreciation for ethical responsibility*
- *Teamwork within global and multicultural environments.*

Learning Outcomes

Upon successful completion of this paper, you should be able to:

- 1. Develop an appreciation of ethics from multicultural perspectives, and also within an international business environment;*
- 2. Understand and demonstrate the frameworks and structures of conducting business in a number of cultural contexts from around the world;*
- 3. Appreciate the nature of financial reporting and accountability issues across different countries and be able to provide critical reflection on these;*
- 4. Strengthen abilities to communicate effectively in a multicultural business environment, including an appreciation of various business-related disciplines;*
- 5. Develop research oriented skills that incorporate the four Learning Outcomes above. As they progress in the Masters programme, said skills will support students' choosing appropriate methods to investigate, summarise, and disseminate research results.*

Paper Coordinator

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Office Hours: ***Mondays, 4 to 5 pm***

You should contact ***Dr Frederico Botafogo*** with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Teaching Staff

Professional Practice Fellow

Name: **Dr Frederico Botafogo**
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Class Representatives

Class representatives are an important means of communication between students and staff. Contact details for your class representatives can be found on the Blackboard page for this paper.

Course Delivery

The Vice Chancellor and the University expects all students to attend all classes. Students must attend the one-hour lecture and one two-hour seminar every week.

Lecture Day/Time: **Monday – 2:00 pm to 2:50 pm**
Room: **BURN3**
Tutorials Day/Time: **Tuesday – 2:00 pm to 4:00 pm**
Room: **SDAVD**

All lectures, tutorials, and seminars are interactive, collaborative sessions in which students should engage in learning through questioning teachers and through discussing assigned topics with their peers in a class, supportive environment. Thus, class attendance and participation are essential, as much of what you learn will come from engagement and discussion with your colleagues. You are expected to be an active participant in class and group sessions and to arrive at class prepared to contribute in a constructive manner. Learning to work together in teams is an important aspect of your education and your future careers. Your level of engagement and participation depends on your...

- i. Level of preparedness for class discussion***
- ii. Level of clarity and analysis in your discussion notes, and assignments***
- iii. Contributions to class and group discussion and processes***

Throughout the course, you will be required to read articles and/or book chapters and prepare discussion notes or complete brief assignments on these. You may on occasions be asked to submit your discussion notes or other written work at the conclusion of the discussion. Contribution to class and group discussion and processes will depend on ...

- a. Points being relevant to the discussion, and linked to comments of others***
- b. Comments that show evidence of analysis***
- c. Ideas are explored and analysed, rather than being a simple re-statement of material, without evaluation***
- d. Constructive contribution is made to assignments and group activities***
- e. Positive Peer-Evaluations, for group activities***

Expectations and Workload

For a typical 20-point paper at the University of Otago, you are expected to spend about 240 hours in lectures, seminars, weekly readings, private study, preparing assignments, independent study and class preparation. All topics covered in the course are potentially examinable.

Course Learning Resources

There are no reference textbooks for BSNS401. Every week you will be required to read articles available on eReserve under the course documents on your Blackboard.

Blackboard

<https://blackboard.otago.ac.nz/> provides you with access to course materials, class notices, and resources. Blackboard is used to email the whole class so it is important that you check your student email and *Blackboard* regularly. Further information about student support, learning support and information, academic integrity and other University resources for students is available on the COMMERCE_UG_2021: Commerce Undergraduate Students site on Blackboard.

Student Webmail

We will use your student email account to email you information relevant to your programme. To forward your University email address to an email address that you use regularly:

1. Log into your StudentMail account (<http://www.otago.ac.nz/smlanding/>) using your student username and password.
2. Click the **Cog** button (top right corner).
3. Click on **Mail** under **Your App Settings**.
4. Under **Accounts** on left hand side, select **Forwarding**.
5. Under the Forwarding heading, type in the email address you want your email to be forwarded to. You can also choose to have a copy of these emails kept on your StudentMail account, so please check the box if you would like this.
6. Click the **Save** button.

Assessments

All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

	Assessment	Weeks	Weighting	Learning Outcomes
A1	Weekly Notes	3 - 9	10%	1, 4 and 5
A2	In-Class Group Presentation	10, 11, and 12	40%	2, 3 and 4
A3	Final Report	Week 14 on the 11 th June	50%	All

A1 – Assessment One: Discussion Notes (10%)

Every week you will be invited to submit a discussion note, starting in week 3 until week 9. Each weekly assignment will be marked out of 10. However, only the best result will be retained. For example, if you get 6 marks in weeks 4 and 5, 2 marks in week 3, and you choose not to complete any other submission, your end result will be 6.

Discussion notes should count 500 – 800 words (about two pages, single-spaced) and they must relate to the topic being covered that week. There is no standard set for your notes. However, as the course progresses and you and your colleagues submit their notes, make sure to refer to any initial feedback on any previous notes to be provided by your tutor.

The Literature Review that will be discussed in week 1 is a course compulsory requirement, even though it will not be marked. Failure to complete this assignment will automatically entail a failed paper!

A2 – Assessment Two: In-Class Group Presentation (40%)

You will be required to join a group to research and prepare a presentation to your fellow class students. The presentations are scheduled for weeks 10, 11 and 12.

In this presentation your group will be required to review a case, which will be assigned by your lecturer in the second week of the paper. Your presentation should be logical, clear, and interesting. Answering questions will contribute to your final mark.

The marking schedule is as follows:

(a) The structure of your presentation is worth 7 marks. Structure consists of (a1) opening / securing attention, (a2) overview given at outset, (a3) summary provided at conclusion, and (a4) topic outlined and discussed clearly and coherently.

(b) The content of your presentation is worth 12 marks. Content refers to (b1) your topic being clearly explained, (b2) its significance discussed, (b3) and its applicability as well as its limitations being noted.

(c) The quality and appeal of your slides is worth 7 marks. It consists of (c1) visual clarity, (c2) format and proper spelling, (c3) integration, and (c4) use.

(d) The delivery of your presentation is worth 7 marks. It refers to the following elements: (d1) do you go beyond just reading your notes? (d2) what is your body language (eye contact with audience, gestures, movements, etc.)? (d3) Verbal clarity and overall fluency to include, among other things, effective use of pauses, silences and intonation (note: non-English speakers will not be assessed in this particular element); (d4) clear evidence of adequate preparation and organisation.

(e) The time management is worth 3 marks. With the view to convey the importance of planning for time, you will be asked before you start how long the presentation will take. You will be assessed in terms of time management. The suggested time is 20 minutes, excluding time to answer.

(f) The quality of your answers to questions posed from the audience is worth 4 marks.

For illustration only, see sample marking sheet that uses the above marking criteria.

Names: _____

26.5


Informed duration: Actual duration:

- 1. Structure (part 1)
 - 1.1 Opening / Securing attention |±| ~~2 marks~~ partially, 1 mark
 - 1.2 Overview |√| 1 mark

- 2. Delivery
 - 2.1 Go beyond just reading |√| 2 marks
 - 2.2 Body language |√| 1 mark
 - 2.3 Verbal clarity and fluency |±| 2 marks partially
 - 2.4 Preparation and organisation |±| ~~2 marks~~ partially, 1 mark

- 3. Slides
 - 3.1 Visual clarity |±| ~~2 marks~~ partially, 1 mark
 - 3.2 Format and spelling |x| ~~2 marks~~
 - 3.3 Integration and use |x| ~~3 marks~~

- 4. Content
 - 4.1 Topic explained and illustrated |±| ~~3 mark~~ partially, 1 mark
 - 4.2 Examples and context provided |√| 3 marks
 - 4.3 Proper discussion summarised |√| 3 marks
 - 4.4 Significance and limitations |√| 3 marks

- 5. Time management
 - 5.1 Within the informed duration |--| ~~3 marks~~
 - 5.2 Overtime |√| no marks

- 1. Structure (part 2)
 - 1.3 Clear and coherent flow of ideas |±| ~~2 marks~~ partially, 1 1/2 marks
 - 1.4 Summary provided at conclusion |√| 2 marks

- 6. Questions
 - 6.1 Satisfactorily addressing questions |√| 4 marks

Feedback:

The various cases for the group presentations will be reviewed in class.

Assessment Three: Final Report (50%)

The final report must be submitted no later than 2nd June. It is worth 50 marks. You will investigate and report on a case study for which you must get approval from your tutor. Your report should consist of about 2,500 words. You are to use the APA referencing style.

A3 MARKING SCHEDULE:

(a) The introduction to your report is worth 10 marks. It consists of (a1) a title which is clear and concise and additionally (a2) a paragraph or two to convey what your case study is about. Further, you are expected to provide (a3) an outline of the applicable context that makes this case significant.

(b) The following section is worth 10 marks. It consists of (b1) background information on your topic, (b2) a critical analysis thereof, (b3) and a logical, well-structured argument that justifies why this topic is relevant.

(c) Concepts and discussion are jointly worth 15 marks. They consist of (c1) your case being clearly described, (c2) a discussion of concept or concepts relating to your case being effectively categorised and expressed cohesively, and (c3) the discussion of any interconnections with other topics taught/learned in class.

(d) The attractiveness of your case study or illustration is worth 5 marks.

(f) Presentation is worth 10 marks. It consists of (f1) an excellent layout (heading, margins, page numbers) which conveys professionalism, (f2) the use of proper academic writing, free from grammatical and spelling errors, and (f3) varied sources (i.e., other than your textbook) being used.

For illustration, see below the marking sheet to be used.

Word count:

1. Introduction (out of 10 marks)	
1.1 Title
1.2 Overview
1.3 Outline
2. Literature Review (out of 10 marks)	
2.1 Background on topic
2.2 Critical Review
2.3 Relevance, timeliness, scope, limitations
3. Discussion (out of 15 marks)	
3.1 Case presentation
3.2 Learned concepts applied to case
3.3 Integration to paper
4. Appeal (out of 5 marks)	
4.1 Creativity and appeal
5. Presentation (out of 10 marks)	
5.1 Layout
5.2 Spelling
5.3 Grammar
5.4 Referencing
6. Research Questions (possible additional marks)	
6.1 Research questions (optional)

Feedback:

Course Requirements

You MUST attempt all assessments. You also MUST submit the Literature Review exercise to be discussed in Week 1.

To successfully complete the course, a student must achieve at least 20 marks on the final report. If students achieve less than 20 marks in the final project but their calculated course marks are greater than 50%, they will still fail the course and this will be designated by the words "Failed compulsory assessment" on their final course results.

Assignment Submission Procedure

Submit your notes and report through Blackboard.

Late Assignments

No late assignments! Exceptional circumstances will be reviewed by the paper coordinator on a case by case basis.

Learning Outcomes

Learning Outcome	Assessment A1 Weekly Notes	Assessment A2 Presentation	Assessment A3 Written Report	Total
<i>1. Develop an appreciation of ethics from multicultural perspectives, and also within an international business environment;</i>		X	X	20%
<i>2. Understand and demonstrate the frameworks and structures of conducting business in a number of cultural contexts from around the world;</i>	X		X	10%
<i>3. Appreciate the nature of financial reporting and accountability issues across different countries and be able to provide critical reflection on these;</i>	X		X	20%
<i>4. Strengthen abilities to communicate effectively in a multicultural business environment, including appreciation of business-related disciplines;</i>	X	X	X	20%
<i>5. Develop research oriented skills that incorporate the four Learning Outcomes above.</i>	X	X		30%
Total	40%	30%	30%	100%

Course Calendar

Week	Topic	Textbook	Readings	Profile & Focus
1	Introduction to course		Writing / Lit. Review Workshop	Critical Thinking Group Work
2	Globalisation		When did Globalisation Start? Netflixonomics	History Geography
3	Ethics		Douglass Against Scientific Racism	Interdisciplinary Persp. Science
4	Culture		Hofstede (1994)	Cultural Understanding Global Perspective
5	Introduction to Economics		Several videos	Lifelong learning Scholarship
Mid-Semester Break				
6	Sustainability		Cavusgil et al. (2014, Ch. 5).	Critical Thinking Ethical Perspective
7	Politics		How Russia Wins (The NYT)	Critical Thinking Global Perspective
8	Strategy (no Monday class)		History of Game Theory	Critical Thinking Lifelong learning
9	Accounting		Accounting Regulation (Falta, 2011)	Communication Accounting
10	Accounting (cont.)		Workshop Problems	Communication Teamwork / Research
11	Group presentations		Not applicable	Communication Teamwork / Research
12	Group presentations		Not applicable	Communication Teamwork / Research
13	Review		--	
14	Final Report Submission date 11 th June		--	Self-Motivation Scholarship / Research

Lectures End Tuesday, 1st June 2021
University Exam Period runs from the 9th to the 23rd June 2021

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.