BUSA90485
Global Business Practicum

SUBJECT GUIDE

Winter Semester, 2015
Section A – Kuala Lumpur | Section B – Shanghai

Prepared by
Associate Professor Jennifer Grafton (Subject Co-ordinator)

Melbourne Business School
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Welcome to BUSA90485 Global Business Practicum!

This subject provides students with an overseas study experience. Students experience culture, society and business practices first hand whilst applying their business and management skills to live projects within an organisation.

The Global Business Practicum (GBP) is worth 12.5 credit points and is run intensively twice each year, during summer and winter semesters.

Students are organised into teams of four and work on their business project at their assigned organisation for a two week period. Prior to travelling overseas students must attend:

- a one-hour introductory seminar that provides important details regarding subject administration and travel logistics;
- a two-day preparatory workshop that provides guidance on the various approaches, tools, techniques and reporting formats they are likely to require to successfully complete their project. On returning to Australia students must attend a subject debrief and conclusion seminar.

On completion of the business project report there is a compulsory debrief seminar that completes the requirements of this subject.

I look forward to working with you and am confident you will find this subject a challenging but enriching and rewarding experience!

Subject Aims

This subject aims to:

- expose students to international work practices;
- allow students to access a global business network; and
- develop students’ ability to work effectively in an international setting.

Learning Outcomes

Subject Objectives

On successful completion of this subject, students should be able to:

- apply theory and practice of graduate level studies in business and economics to resolving real-world business problems;
- effectively research and analyse a range of business problems;
- effectively communicate progress on a project at key milestones;
- recommend and effectively communicate practical evidence-driven business solutions to business problems;
- demonstrate a range of important graduate attributes sought by employers including, cross-cultural communication skills, interpersonal skills, time management, commercial acumen, initiative, independent learning and team work.

**Generic Skills**

In this subject you will have the opportunity to develop important generic skills. These include:

- verbal and written communication skills and inter-personal skills;
- project management skills, including the ability to accurately scope, plan and execute a project;
- the ability to work effectively within a team;
- communication skills in an international business context;
- research, problem solving and critical thinking skills;

**Awareness Issues**

At a broader level, studying this subject will enable you to:

- gain a deeper understanding of the international business world;
- enhance your employment options by gaining international professional experience;
- explore what it means to be a global citizen/student;
- empower yourself - gain first-hand experience to take the lead professionally, academically and culturally.

**Subject Entry Requirements**

Acceptant into a Masters by coursework program and completion of either: (i) minimum of 50 credit points at time of application if enrolled in a 200-point degree; or (ii) 50 credit points at time of subject commencement if enrolled in a 100- or 150-point degree. Students in their first semester of Masters study must have a foundation in business, either through their previous degree or via demonstrable, relevant experience. Students without this background should first complete the foundation subjects of their degree and apply in their second semester. Students must check that there is capacity within their study plan for an elective subject worth 12.5 points and have approval from their Program Director.

Acceptance into this subjective is based on a competitive entry process. Student numbers are strictly capped. Selection criteria include: academic performance (there is a strict minimum average grade requirement of 65%); the submission of a personal statement and other application materials; and an individual or group interview.

Please note carefully, apart from normal subject-related tuition fees, there are other travel related costs associated with the completion of this subject. Please contact the Student Experience Office of the Melbourne Business School for details.
Staff Contact Details

Academic Staff

<table>
<thead>
<tr>
<th>Subject Co-ordinator</th>
<th>Section A – KL</th>
<th>Section B – Shanghai</th>
</tr>
</thead>
<tbody>
<tr>
<td>A/Professor Jennifer Grafton</td>
<td>Dr Colin McLeod</td>
<td>Professor Dean Xu</td>
</tr>
<tr>
<td>Room 08.023, The Spot</td>
<td>Level 10, The Spot</td>
<td>Room 10.025, The Spot</td>
</tr>
<tr>
<td>[T] +61 3 8344 7662</td>
<td>[T] <a href="mailto:colin.mcleod@unimelb.edu.au">colin.mcleod@unimelb.edu.au</a></td>
<td>[T] +61 3 9035 7464</td>
</tr>
<tr>
<td>[E] <a href="mailto:j.grafton@unimelb.edu.au">j.grafton@unimelb.edu.au</a></td>
<td>[E] <a href="mailto:colin.mcleod@unimelb.edu.au">colin.mcleod@unimelb.edu.au</a></td>
<td>[E] <a href="mailto:dean.xu@unimelb.edu.au">dean.xu@unimelb.edu.au</a></td>
</tr>
</tbody>
</table>

Administrative Matters

Administrative matters relating to subject application and enrolment, as well as matters relating to travel arrangements, costs, logistics, etc. are be handled by professional staff in the Student Experience Team at the Melbourne Business School (Level 1, 198 Berkeley St). Individuals within this team working on this subject this semester are:

<table>
<thead>
<tr>
<th>Role and Responsibilities</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms Margaret Herczeg</td>
<td>Email: <a href="mailto:mbs-practicums@unimelb.edu.au">mbs-practicums@unimelb.edu.au</a></td>
</tr>
<tr>
<td>Industry Programs Consultant</td>
<td>Phone: +61 3 8344 2172</td>
</tr>
<tr>
<td>Ms Clementine Bendle-Thompson</td>
<td>Email: <a href="mailto:mbs-practicums@unimelb.edu.au">mbs-practicums@unimelb.edu.au</a></td>
</tr>
<tr>
<td>Employment &amp; Enrichment Support Officer</td>
<td>Phone: +61 3 9035 5745</td>
</tr>
</tbody>
</table>

Email Protocol

When communicating with academics, the student experience team or members of their overseas host organisation students must use their University email address. Under no circumstances should any correspondence be sent from personal email addresses such as Yahoo, Hotmail, or even other business addresses you may hold. These email addresses may be mistaken as spam or junk mail by the University’s email filter. The use of your University address helps to ensure we can meet our privacy obligations and is a more professional approach to interactions with overseas host organisations.

Students can establish a University-based email account free-of-charge. It is possible to forward email from these accounts to alternative mailboxes that you may use more frequently. If you have not yet set up your University email account you can do so by following the instructions at: https://accounts.unimelb.edu.au/manage
Subject Format and Schedule

This subject involves the following key activities:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date(s)</th>
<th>Time</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introductory Seminar</td>
<td>Wednesday 6th May</td>
<td>5.15pm – 6.15pm</td>
<td>Theatre 1, Level 1 The Spot</td>
</tr>
<tr>
<td>Preparatory Seminars</td>
<td>Saturday 27th June 2015</td>
<td>9.00am – 5.00pm</td>
<td>TBA</td>
</tr>
<tr>
<td>In-country Project Work</td>
<td>Wednesday 1st July (arrival) to Thursday 16th July (depart) 2015</td>
<td>10 business days</td>
<td>Kuala Lumpur or Shanghai</td>
</tr>
<tr>
<td>Subject Debrief</td>
<td>Wednesday 29th July 2015</td>
<td>5.15pm – 6.15pm</td>
<td>The University of Melbourne, venue TBC</td>
</tr>
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</table>

Please note that it is compulsory to attend all subject activities.

**Introductory Seminar**

The introductory seminar is designed to cover important administrative aspects of this subject, including issues of travel and logistics.

**Preparatory Seminars**

Preparatory seminars help students prepare for the academic requirements of this project by providing guidance on various approaches, tools, techniques and reporting formats, and covering presentation and cross-cultural communication skills. These seminars also provide a brief introduction to relevant overseas business practices.

Students will be advised of their team at the preparatory seminars and have an opportunity to meet the academic member of staff assigned to their section. Teams will be advised of their host organisations and provided with an initial project brief.

**In-country Project Work**

Students will work in the offices of their host organisation for a period of two weeks. During this time students will work to define the business problem to be addressed, undertake research and analysis and develop a series of preliminary (interim) findings. Students will have access to a mentor within their host organisation.

Project briefs developed by host organisations are diverse but always relate to a business issue or problem that they currently face. For example, host organisations may ask teams to:

- examine a new business opportunity for their company;
- undertake a business analysis exercise;
- undertake financial analysis;
model current operations, products or services;
• develop a marketing plan for the company;
• undertake a business planning exercise; or
• recommend operational efficiencies.

Students are reminded that they are ambassadors of the University and must exhibit professional behaviour at all times in all client interactions.

While in-country students will also have an academic mentor who will be available to help guide their project and provide advice.

Subject Debrief

The subject debrief is designed to assist students to consolidate the learnings from the practicum. Students will have an opportunity to reflect on their experiences and discuss their project outcomes. Further details relating to the subject debrief will be provided in due course.

Assessment

Assessment Overview

The assessment for this subject comprises the following:

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Due Date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation of interim findings to host organisation</td>
<td>13-15 July 2015 (determined by host)</td>
<td>40%</td>
</tr>
<tr>
<td>Final project report</td>
<td>7 August 2015 (by 9.00am)</td>
<td>40%</td>
</tr>
<tr>
<td>Peer review</td>
<td>14 August 2015 (by 9.00am)</td>
<td>10%</td>
</tr>
<tr>
<td>Individual reflective essay</td>
<td>14 August 2015 (by 9.00am)</td>
<td>10%</td>
</tr>
</tbody>
</table>

Presentation of Interim Findings

Teams will present their interim findings and recommendations to senior representatives of their host organisation in the final days ‘in-country’.

Presentations will be up to one-hour in duration, combining (at most) a 40 minute presentation and 20 minutes question and answer time. Please note that presentation time may be affected by the needs of your host company. Students must accommodate the needs of their host in the presentation. All students must present and all students must engage in question and answer time.
Students must prepare a slide deck (series of powerpoint slides) to facilitate their presentation. Please note that there is no set number of slides that must be included in the slide deck. Rather, this will be informed by the presentation time assigned by the host. Students should ensure that slide decks are comprehensive, concise, clearly convey in context the question/issue, the depth of research undertaken, the findings of their analysis, and a clear set of recommendations for the organisation to act on.

The presentation slide deck must be emailed to your academic section leader prior to your presentation. You will be advised of the time by which your slide deck must be emailed closer to the presentation (typically it will be on the morning of the presentation, excepting particularly early start times).

The mark awarded for this assessment task is influenced by: the quality and content of the slide deck submitted; the quality and content of the presentation delivered; and performance during question and answer time. A more detailed set of assessment criteria will be provided to you in due course. All team members will be awarded the same mark for this assessment task.

**Final Report**

The final report of findings is due by **9:00am on Friday 7th August 2015**.

Teams must prepare a report outlining and substantiating a series of recommendations that address the business problem assigned by the host organisation. This report must provide a full and detailed account of: the nature and scope of the business problem addressed; any relevant background to the problem; the nature and scope of research undertaken; the analysis conducted; the findings of the team; and key associated recommendations for the host organisation developed from these findings. The final report should reflect the additional time teams have had to complete their research, develop recommendations and reflect on feedback received during their presentation.

Students are expected to determine a structure for their report that best suits the specific requirements of their project. This will require independent research on best practice report writing and careful consideration of the task at hand. It is expected that reports will be subject to a number of drafting rounds. Reports should be concise. There are no marks available for the inclusion of irrelevant material. The final report should be proof-read and edited thoroughly. It is expected that final reports will reflect a high professional standard in both form and substance.

Reports should typically not exceed a maximum of 5,000 words (excluding tables, figures and appendices).

Marks awarded for final reports will be influenced by the extent to which the assigned business problem is defined and addressed, the soundness of the research and analysis undertaken, and the quality and thoroughness of recommendations presented. All team members will be awarded the same mark for this assessment task.

Submission requirements for the final report will be advised via the LMS, closer to the submission due date.

All final reports will be checked electronically using a plagiarism detection tool. Significant penalties are imposed where reports are found to be plagiarised. Further information and links to references with respect to plagiarism are included later in this section of the subject guide. You are also referred to the University’s policy on academic honesty: [http://academicichonesty.unimelb.edu.au/plagiarism.html](http://academicichonesty.unimelb.edu.au/plagiarism.html)
**Peer Evaluation**

Ten percent of your mark in this subject will be determined on peer performance evaluations completed by your team members. Each student must provide a peer evaluation of the performance of all other members of his/her team in the completion of group assessment tasks. This review is completely confidential. Peer evaluations should reflect on the range of contributions team members made to the team’s functioning and output.

Peer evaluations are completed using a proforma template that will be distributed closer to the due date of **9.00am Friday 14th August 2015**.

You will receive an individual mark for this ‘assessment task’. Your peer evaluation mark will be the average of the marks awarded by each of your team members. Where results of the peer evaluation process indicate that systematic gaming of the process has occurred, or where the qualitative feedback provided on the form does not substantiate the mark awarded, your peer evaluation mark will be moderated by the subject co-ordinator under the advice of your academic section leader.

Submission requirements for the peer review form will be advised via the LMS, closer to the submission due date.

**Reflective Essay**

Individually, you must prepare a brief reflective essay that examines your individual experience in completing this subject. The focus of your reflective essay should be on the personal, academic and professional learnings you gained while working with your team on your project. Your essay should critically analyse your development as a student and as a business practitioner. This should include a discussion of the strengths you developed as a result of the experience, as well as weaknesses you observed and how you may plan to improve on these in the future. You can also describe learnings from the technical aspects of your project, and the cultural, social, political and environmental context in which you completed your project. Your reflective essay is not shared with anyone else.

Your reflective essay must be submitted by **9.00am on Friday 14th August 2015**.

Reflective essays should not exceed a maximum of 1,000 words. You have the freedom to choose the exact format you think will best suit your requirements.

You will be awarded an individual mark for this assessment task. Marks awarded will be influenced by how carefully and honestly you have reflected upon your experiences related to the practicum, and how well the learning-related outcomes are highlighted.

Submission requirements for the reflective essay will be advised via the LMS, closer to the submission due date.

All reflective essays will be checked electronically using a plagiarism detection tool. Significant penalties are imposed where essays are found to be plagiarised. You are reminded that further information and links to references with respect to plagiarism are included later in this section of the subject guide and that the University’s policy on academic honesty can be found at:

Plagiarism and Collusion

Plagiarism is the presentation by a student of an assessment task which has been copied in whole or in part from another student’s work, or from any other source (e.g. published books, web based material or periodicals), without due acknowledgment in the text.

In all written work submitted for assessment in the Melbourne Business School you must show the sources for your material. The principle is that whenever submitted material is not your own original work this must be acknowledged. To present material without acknowledgment is in effect to claim that it represents your own work and ideas. Quoted passages should be placed in quotation marks and their source referenced within the text (giving author, date and page number).

Presenting material from other sources without full acknowledgment (plagiarism) is penalised heavily. This holds for both copying and paraphrasing of others’ work. Penalties can include receiving a grade of zero (0) for an assessment task or a failing grade for the subject.

Collusion is the presentation by a student of an assessment task as his or her own work when it is, in fact, the result (in whole or in part) of unauthorised collaboration with another person or persons. Both the student presenting the assessment task and the student(s) who collude (supply unauthorised material) are considered participants in an act of academic misconduct which is penalised heavily.

For further information on plagiarism and collusion visit:

http://academichonesty.unimelb.edu.au/

Late Submission of Assessment Tasks

Failure to submit an assessment task by the due date and time will automatically incur a penalty of 10 % for every day, or part thereof, the assessment task is late. Penalties are also applied to weekends at a rate of 10 % per day.

Extensions to the essay due date will only be considered by the subject co-ordinator (Associate Professor Jennifer Grafton) and will be granted only in exceptional circumstances. Applications for extensions must be made on a Request for Special Consideration form available from the Melbourne Business School.

Special Consideration

Students who have been significantly affected by illness or other serious circumstances during the semester may be eligible to apply for Special Consideration. The following website contains detailed information relating to who can apply for Special Consideration and the process for making an application:

http://fbe.unimelb.edu.au/mbs/services/special_consideration

Referencing

All sources used for a written piece of assessment must be referenced. This is to acknowledge that your material is not based entirely on your own ideas, but is based, in part, on the ideas, information, and evidence of others. This is desirable as you are attending University in order to learn from others.
You will be required to use the APA system or Harvard System of referencing. The CELT has prepared a booklet for each system specifically to assist students to reference correctly. Each booklet contains many examples that will help you when preparing your assignments. The booklets can be found here:

**APA System:**

**Harvard System:**

It is important that all material you present for assessment is referenced correctly. Material that has not been referenced correctly may be considered to be plagiarised, and as such may be penalised. We will also look for evidence that material included in the bibliography has been used in the assignment. Including references that have not been used may also result in your assignment being penalised.

**Team Work**

Working in teams can sometimes be more difficult than working individually. However, team-work and organisational skills associated with team work are highly valued by employers. With careful management and ongoing communication, you can have a successful and rewarding experience working in a team.

You should exchange names, phone numbers, and email addresses with your team members straight away.

If you have difficulty with a member of your team, you should contact your academic section leader or the subject co-ordinator as soon as possible. Do not leave issues unresolved until just before or after your team assessment tasks are due.

*Note well, all students within your team will be given the same mark for team-based assessment tasks unless you have raised an issue during the assessment period. Students who are found not to contribute adequately to a team assignment may be allocated a lower mark or assigned a mark of zero.*

**Subject Resources**

**Textbooks and Other Readings**

Please note that there are no prescribed textbooks or other reading materials pre-specified for this subject. Some relevant reading materials will be provided during the course of the preparatory seminars. However, given the highly practical and unique nature of the business projects identified by the host organisations and the multi-disciplinary focus they require, it is impossible to pre-specify a textbook or reading materials that will meet the needs of all teams. Students are expected to conduct independent research to uncover relevant resources for use in the completion of their assessment tasks.
Online Resources

The subject website for BUSA90485 Global Business Practicum can be found on the University’s Learning Management System. You should ensure that for up-to-date information concerning BUSA90485 you visit the Learning Management System frequently:

http://www.lms.unimelb.edu.au/

Access to the Global Business Practicum site on the Learning Management System is restricted to students enrolled in BUSA90485 in winter semester 2015. Information regarding access to and use of the Learning Management System is also provided at the web address above.

The Learning Management System contains a number of important study resources for students enrolled in the Global Business Practicum.

The Academic Skills Unit

The University of Melbourne’s Academic Skills Unit provides support for graduate students including:

- Written Resource Guides and Recorded Workshops
- AIRport Writing Course
- Academic Skills Workshops
- iTute Appointments

Please refer to the Academic Skills website for further information:

http://services.unimelb.edu.au/academicskills/grads

The Centre for Excellence in Learning and Teaching

You may also access online help sheets produced by the Faculty’s Centre for Excellence in Learning and Teaching (CELT) which cover:

- Writing Skills
- Text Types
- Study Skills
- Research Skills
- Maths and Statistics

These help sheets can be accessed via the following link: