NYU Stern School of Business &
Melbourne Business School

Doing Business in Australia
Tentative Syllabus
B86.3304.0A

Melbourne, Australia
January 2010

Dates
Monday, November 30, 2009 (5:00-5:45 p.m.)
• Mandatory Pre-Departure Class Session at Stern
Sunday, January 10, 2010 - Saturday, January 23, 2010
• 13-day program, including 10 days of academia and 2 days of optional non-academic programming (and 1 free day)

Course Description
This course gives an overview of doing business in Australia, including an introduction to the Australian economy, history and culture. Lectures and seminars on a wide range of functional areas draw out some differences between this region and other regions, particularly North America. Three Australian industries are highlighted: wine, sports and finance. The course includes lectures, case studies, guest lectures, company visits, projects and cultural events.

Course Requirements
• Attend the Stern Pre-Departure meeting
• Attend all lectures, presentations and site visits in Melbourne during the academic program.
• Active participation in class debates and cases. Students are expected to be prepared for each activity and participate in all discussions. Active and thoughtful participation is an essential and integral part of your performance appraisal.
• Complete the Minor Assignment.
• Complete the Major Project.

Failure to meet attendance and deliverable requirements will result in a failing grade.
Mandatory Pre-Departure Meeting
A mandatory pre-departure class session will be held on Monday, November 30, 2009 from 5:00-5:45 p.m. at Stern to meet in study groups, review logistics, and discuss pre-trip work. The room for session will be emailed to enrolled students prior to the date. Students that are unable to attend the pre-departure meeting will not be permitted to participate in the DBi Australia program.

Grading
Melbourne Business School professors will grade the students based on the following:

- Assessment will be via class participation (15%), a minor assignment (25%) and a major project (60%).
- Attendance of all required events*

*Please be advised attendance for all classroom lectures and corporate visits is mandatory. Not attending a required session will result in a failing grade.

Letter Grades: DBi courses are developed by Stern in collaboration with the partner school. As such, DBi courses follow the same grading policies as all Stern courses. Letter grades are given and recorded on the student's Stern transcript. The final grade is calculated into the Stern GPA. All course requirements stated on the syllabus must be met to receive a passing letter grade. Assignments are graded by the host school faculty. Final credit will be awarded once the official transcript is received from the school abroad.

Students who fail a DBi course will not receive credit and must make up these credits through additional coursework at Stern, if needed.

Course Deliverables

Minor Assignment
The minor assignment will consist of each group of students being given a specific topic to research prior to arriving in Australia. Topics will be:

- Compare and contrast the Australian Labor Party and the Liberal/National Party Coalition in terms of their attitudes and dealings with the business community (Group 1).
- Describe and analyze the so-called tall poppy syndrome (Group 2)
- Discuss the role of sport in Australian culture (Group 3)
- Describe the Australian Federal system of government, and the division of powers between the Federal, State and Local levels (Group 4)
- Australia and the US (mainland 48 states) have about the same land area (the difference is approximately the size of Kansas), yet their populations are vastly different, both in terms of size and distribution. Why is this so? Discuss. (Group 5)
- Is Australia a multi-cultural society? Discuss the recent debate on “multiculturalism” (i.e., whether it is a strength of the Australian society or creates divisions) (Group 6)
Deliverables will be a 15 minute presentation during day 1 of the course and at least 5 PowerPoint slides, due on December 21, 2009. Groups will be asked to email their slides to the MBS course director (sent to l.johnson@mbs.edu). The slides must include at least three good website references for further information. All students will be given a copy of all slides on Day 1 of the subject – providing them with an overview of key aspects of Australian culture and society.

**Major Project**

The major project will involve choosing an industry and/or specific company (possibly but not necessarily using one of the industries or companies studied during the course), researching and answering the following questions:

1. What would this company (or a company in this industry) have to do differently in Australia versus the United States? Projects should include some mention of issues that would arise with employees and employment practices, brand and marketing strategies, managing operations/logistics and alliances.
2. Do you believe that there is a large market opportunity in Australia for this company/US companies in this industry? Why or why not?

Deliverables will be a project report of 10-15 pages (not including tables, charts and appendices) and a project presentation. Students will be allocated by Stern before departure into 6 teams of about 6 or 7 people to complete the project.

Examples from previous years include:

- Disney Australia
- Fresh Direct
- Whole Foods
- Netflix
- PPT Private Equity
- Chipotle/Baja Fresh
- Trader Joes
- Eco-tourism
- Satellite Television

In 2010, teams cannot choose any of these for their project.

To receive credit, students must attend all class sessions and corporate visits (unless they are stated in the outline as being optional) and achieve an acceptable grade for the minor assignment, the written report and project presentation.

**Course Materials**

Materials will consist of articles and case studies which will be provided to students in advance of the course start date via a class website and/or as hard copies through Stern.

**Study Groups “Syndicates”**

Study groups and Minor Assignment topics will be pre-assigned in groups of 6-7 students before the December 2009 Pre-Departure Meeting. MBS provides a syndicate room for each syndicate to meet. Syndicate rooms are equipped with a computer with internet access.
**Laptop and Wireless Handheld Devices Policy**
While students are encouraged to bring their laptops to work on their presentation, laptops are not allowed in the classrooms. Wireless Handheld Devices (Blackberry, Palm, Cell Phones, etc.) and videotaping are not permitted in the classrooms. Please respect the professors and the partner school by adhering to this policy.

**Honor code/Code of Conduct**
It is a requirement that students adhere to the MBA Honor Code and Code of Conduct. Every student is obligated to report to the Academic Affairs administrator in charge on the DBi program any suspected violation of the code that he or she has observed. [http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797](http://w4.stern.nyu.edu/scorp/committee.cfm?doc_id=4797) Code of Conduct violations will be reported to and handled by the MBA Judiciary Committee upon return to Stern.

**Access to Computer Labs, Library and Research Facilities**
During the program, students will have full access to all facilities including computer labs, the School’s wireless network, library and library databases. The school will ensure students have access to computers during the evenings to allow for completion of project work.

**Accommodations**
Student accommodation will be at Melbourne Business School, in single bedroom accommodation. This is the accommodation used by our executive MBA students. All rooms have color TV, ensuite bathrooms, air-conditioning, access to wireless network, etc. The cost of this is included in the subject fee. Breakfast is also included in the price. Other meals are readily available for students to buy either in the School’s cafeteria (lunch) or the surrounding area. The School is located two blocks from one of the most famous “eating streets” in Australia. There are two dinners included in the subject fee: a welcome BBQ and a farewell dinner.

Accommodation details are provided at the following website: [http://www.mbs.edu/go/about-mbs/facilities-and-conference-venues/carlton-campus](http://www.mbs.edu/go/about-mbs/facilities-and-conference-venues/carlton-campus)

**Extending Your Stay:**
Students who are interested in extending their stay in Melbourne should email Marcus Mahoney (m.mahoney@mbs.edu). The special rate per night is $135 which includes breakfast.

**Cultural**
Cultural and social events are noted on the program outline and are included in the cost. The School is located only about 10-minute walk from the centre of the city. Public transport is close, cheap and safe.

During the program, students will have full access to all facilities including the School’s wireless network, library and library databases. The School will ensure students have access to computers during the evenings to allow for completion of project work.

The program fee includes accommodation and breakfasts for 13 nights. All activities (including, for example, the Kooyong Classic tennis tournament) that are listed in the course outline are included in the cost except students’ choices of activities on their free day.
Meals
Breakfast is provided by the hotel and included in the DBi program fee. There are two dinners included in the program fee: a welcome BBQ and a farewell dinner. All lunches and other dinners are on your own and are not included in the DBi program fee. Other meals are readily available for students to buy either in the School’s cafeteria (lunch) or the surrounding area. http://www.melbourne.com.au/lygon.htm

The School is located two blocks from Lygon Street which is one of the most famous “eating streets” in Australia. The School is located only about 10 minutes walk from the centre of the city. Public transport is close, safe and inexpensive. http://melbourne2006.metlinkmelbourne.com.au/

Australia Visa
U.S. citizens traveling to Australia must apply for a visitor ETA (electronic travel authority). Please review the following website to obtain this documentation: http://www.eta.immi.gov.au/index.html

All other countries’ citizens, contact the Australian Consulate in Washington DC for further details: http://www.australianyc.org/nycg/visiting%5faustralia.html

Note: It is the student’s responsibility to apply and receive the appropriate visas for their passports in a timely manner for the course. Refunds are not provided for those students who fail to secure their visas.

Group Events
Fees and transportation for the city tour and cultural excursions are included in the DBi program fee.

Transportation to/from Melbourne
Students must arrange and pay for their transportation to/from Melbourne, Australia and to/from the airport. Students must arrive at the hotel on Sunday, January 10, 2010 and plan to depart from the program on the morning of Saturday, January 23, 2010. Students are free to travel independently before or after the course at their own expense.

- To Corporate Visits: Transportation to and from all corporate presentations is included in the DBi program fee.
- To Group Events: Group program activities include transportation, and it is included in the DBi program fee.
- To Personal Activities: Not included in the DBi program fee. At student’s expense.

Costs for Program
1. Stern tuition for 3 Credits
2. DBi program fee for Australia
   Includes:
   - Melbourne Business School expenses
   - Accommodation with breakfast for 13 nights (single-occupancy with private bath)
   - Corporate visits with transportation
   - 1 group trip with transportation
   - 2 group dinners
   - Course materials distributed by MBS
3. Additional Expenses to be Covered by Student (**EXCLUDED** from DBi program fee)
   - Airfare
   - Transport to/from airports
   - 13 lunches
   - 11 dinners
   - Subway fare
   - Entertainment
   - Personal expenses

**International Students**
International students must contact OISS regarding their travel plans and must attend an OISS “Travel Workshop.” Also, visit the OISS website “Immigration & Employment”: http://www.nyu.edu/osl/oiss/immigrationEmploy/travelInstructions.html

**Student with Disabilities**
If you have a qualified disability and will require academic accommodation during this course, please contact the Moses Center for Students with Disabilities (CSD, 998-4980) and provide MBA International Programs with a letter from them verifying your registration and outlining the accommodations they recommend. If you will need to take an exam at the CSD, you must submit a completed Exam Accommodations Form to them at least one week prior to the scheduled exam time to be guaranteed accommodation.

**Please Review All DBi Program Policies**
Please review all of the DBi Program policies and procedures posted online at the MBA International Programs’ website at: http://www.stern.nyu.edu/mba/international/DBI_Program/DBI_Overview.htm

**Questions?**

*Academics - Melbourne Business School*
Professor Lester W. Johnson  
Email: ljohnson@mbs.edu

*Administrative/Logistic – Stern*
MBA International Programs  
intl@stern.nyu.edu  
KMC 1-75

Telephone: (212) 998-0771  
Fax: (212) 995-4606

Office Hours:  
Monday - Friday: 9:00 a.m. – 5:00 p.m.

**Walk-in Hours:**  
Monday – Thursday: 12:00 – 1:00 p.m.; 4:00 – 5:00 p.m.  
Appointments: 24 hour in advance
## Course Outline: Doing Business in Australia

<table>
<thead>
<tr>
<th>Sun, Jan 10</th>
<th>Mon, Jan 11</th>
<th>Tues, Jan 12</th>
<th>Wed, Jan 13</th>
<th>Thurs, Jan 14</th>
<th>Fri, Jan 15</th>
<th>Sat, Jan 16</th>
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</thead>
<tbody>
<tr>
<td>Morning</td>
<td>Students arrive at the School by 2pm.</td>
<td>Class: Australia’s social environment and political climate (9-12) Geoff Allen</td>
<td>Class: Creativity &amp; Innovation: The Australian factor (9-12) Jason Clarke</td>
<td>Class: Financial Risk Management (9-12) Richard Parker</td>
<td>Class: Focus on the wine industry (9-12) Stuart Gregor</td>
<td>Class: Financial systems in Australia Sam Wylie (9-12)</td>
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<tr>
<td>Afternoon</td>
<td>Welcome Tour of Melbourne (3-5pm) Optional</td>
<td>Introduction to the library (2:00-2:30)</td>
<td>Introduction to Australia briefings: presentation of minor assignment results (2:30-4:30) Les Johnson</td>
<td>Visit: Winery Tour (transport included) Mandatory</td>
<td>Class: Financial systems in Australia Sam Wylie (2-5)</td>
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<tr>
<td>Evening</td>
<td>Welcome BBQ (6pm)</td>
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<td>Sun, Jan 17</td>
<td>Mon, Jan 18</td>
<td>Tues, Jan 19</td>
<td>Wed, Jan 20</td>
<td>Thurs, Jan 21</td>
<td>Fri, Jan 22</td>
<td>Sat, Jan 23</td>
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<tr>
<td>Morning</td>
<td>FREE DAY</td>
<td>Class: Legal aspects of doing business in Australia (9-12) (TBC) Graeme Cocks</td>
<td>Class: Winning Organisations in Australia (9-12) Richard Speed</td>
<td>Class: The business of sports. Marketing and sponsorship (8-10) Richard Speed</td>
<td>Class: International brand management (9-12) Don O’Sullivan</td>
<td>Class: Futures &amp; Sustainability (9-12) Robert Burke</td>
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<tr>
<td>Afternoon</td>
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<td>Visit: Day 1 of Australian Open tennis (2 - 7 hours)</td>
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<td>Class: International brand management (1-4) Don O’Sullivan</td>
<td>Project presentations (2-5) Les Johnson</td>
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<tr>
<td>Evening</td>
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### Course Outline: Doing Business in Australia

*Tentative – subject to change*