



BUS 804

International Business Strategy

S1 Evening 2016

Dept of Marketing and Management

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General Information

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Credit points
4

Prerequisites
16cp at 800 level and (BUS651 or MKTG696)

Corequisites

Co-badged status

Unit description
This unit draws upon concepts from interdisciplinary sources as well as practical industry and firm-level case studies in order to examine various issues relevant to conducting business across national borders. It will introduce students to vital matters in strategic decision making by providing insights on the practices and policies used by competing businesses worldwide for developing strategies for competitive advantage. Specifically this Unit explores the challenges, dynamics and processes involved in managing a multi-national company. Concepts developed in the unit will be applied to the solution of 'real world' problems through the use of the latest case studies, and other learning strategies throughout the semester.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

Develop a deep understanding of the key theories and concepts in strategic management and their implications for international business

Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business

Demonstrate the ability to work as part of a team in discussing and analysing international business issues

Develop capabilities to make effective recommendations for successful strategy implementation

Assessment Tasks

Name	Weighting	Due
<u>Presentation and participation</u>	10%	Weeks 1-13
<u>Individual Essay - Part A</u>	30%	Week 4
<u>Group Report - Case Study</u>	30%	Week 10
<u>Individual Essay - Part B</u>	30%	Week 13

Presentation and participation

Due: **Weeks 1-13**

Weighting: **10%**

Students will receive an individual mark for ongoing participation throughout the semester.

For students undertaking the online offering of this unit - this grade will be determined by your weekly contributions/posts to the discussions and readings detailed each week.

For students undertaking the in-class offering of this unit, this grade will be determined by your presentation of key questions during the semester.

On successful completion you will be able to:

- Develop capabilities to make effective recommendations for successful strategy implementation

Individual Essay - Part A

Due: **Week 4**

Weighting: **30%**

Each student will be expected to submit an individual **ESSAY** of 2,500 words.

An essay requires the systematic investigation of a topic and the development of a written argument. Essays assess cognitive and research skills. Essays are expected to develop

coherent arguments, be founded on thorough research, and provide insight into the topic area.

In undertaking this assignment students' need to:

- Research the topic in an in-depth manner
- Provide a critical perspective of the literature on a topic
- Construct a sustained argument in response to the question/statement using concepts, theories and models relevant to BUS804

Your essay should incorporate at least 20 different references. These should be sourced from the following:

- Academic articles
- Relevant books
- Periodicals (ie The Economist etc).

The 20 references should be evenly balanced between these three resource options. Examples of all of these reference options are detailed on iLearn.

Students are expected to maintain an appropriate standard in presenting their essay. Remember to acknowledge your sources throughout the paper using the Harvard referencing system. The report is to be typed and 1.5 spaced (a standard 12 point font should be used). Students are expected to maintain an appropriate standard in presenting their essay. It should be checked for spelling, consistency and clarity of expression. The **marking rubric** for the essay will be available on iLearn.

Your essay must be submitted to **Turnitin** at www.turnitin.com by the due date.

There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period, or part thereof, that the submission is late (for example, 25 hours late in submission– 20% penalty). This penalty does not apply for cases in which an application for Disruption to Study is made and approved. No extensions will be granted. Please note that students who have not submitted, or sat for, an assessment task will be awarded a mark of '0' for that task, except for cases in which an application for Disruption to Study is made and approved by the Unit Convenor.

On successful completion you will be able to:

- Develop a deep understanding of the key theories and concepts in strategic management and their implications for international business

Group Report - Case Study

Due: **Week 10**

Weighting: **30%**

You will be required to join a group (of no more than four students, preferably three) and develop a 4000 word written case study **REPORT**.

A case study or report is a written document outlining the results of a detailed analysis of a situation using empirical data and research. Case Studies or Reports are used to assess critical thinking, analytical and research skills.

As this is a group exercise all members of the group are expected to contribute actively and substantially. While it is understood that some members of the group may provide more input in the research area whereas others may do more of the actual written work, the group will be required to acknowledge that all group members have given quality time to the project.

While writing your report, you should incorporate relevant theories and concepts to justify your arguments. **These must be relevant to BUS804 and not adapted or 'cloned' from other units**

Remember to acknowledge your sources throughout the paper using the Harvard referencing system. The report is to be typed and 1.5 spaced (a standard 12 point font should be used). It should be checked for spelling, consistency and clarity of expression. The **marking rubric** for the report will be available on iLearn.

Your report should incorporate at least 30 different references. These can be sourced from the following:

- Academic articles
- Relevant books
- Periodicals
- Relevant company sources

The 30 references need to be evenly balanced between these four resource options.

Your report must be submitted to **Turnitin** at www.turnitin.com by the due date.

There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period, or part thereof, that the submission is late (for example, 25 hours late in submission– 20% penalty). This penalty does not apply for cases in which an application for Disruption to Study is made and approved. No extensions will be granted. Please note that students who have not submitted, or sat for, an assessment task will be awarded a mark of '0' for that task, except for cases in which an application for Disruption to Study is made and approved by the Unit Convenor.

On successful completion you will be able to:

- Demonstrate the ability to work as part of a team in discussing and analysing international business issues

Individual Essay - Part B

Due: **Week 13**

Weighting: **30%**

Each student will be expected to submit an individual **ESSAY** of 3,500 words.

An essay requires the systematic investigation of a topic and the development of a written argument. Essays assess cognitive and research skills. Essays are expected to develop coherent arguments, be founded on thorough research, and provide insight into the topic area.

In undertaking this assignment students' need to:

- Research the topic in an in-depth manner
- Provide a critical perspective of the literature on a topic
- Construct a sustained argument in response to the question/statement using concepts, theories and models relevant to BUS804

Your essay should incorporate at least 25 different references. These should be sourced from the following:

- Academic articles
- Relevant books
- Periodicals (ie The Economist etc)

The 25 references should be evenly balanced between these three resource options. Examples of all of these reference options are detailed on iLearn.

Students are expected to maintain an appropriate standard in presenting their essay. Remember to acknowledge your sources throughout the paper using the Harvard referencing system. The report is to be typed and 1.5 spaced (a standard 12 point font should be used). Students are expected to maintain an appropriate standard in presenting their essay. It should be checked for spelling, consistency and clarity of expression. The **marking rubric** for the essay will be available on iLearn.

Your essay must be submitted to **Turnitin** at www.turnitin.com by the due date

There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period, or part thereof, that the submission is late (for example, 25 hours late in submission– 20% penalty). This penalty does not apply for cases in which an application for Disruption to Study is made and approved. No extensions will be granted. Please note that students who have not submitted, or sat for, an assessment task will be awarded a mark of '0' for that task, except for cases in which an application for Disruption to Study is made and approved by the Unit Convenor.

On successful completion you will be able to:

- Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business

Delivery and Resources

This is a capstone unit in the Masters of International Business (MIB) degree and consists of 36

hours of instruction. BUS804 is taught both externally (online) and internally (in-class).

Students are expected to read in advance of lectures, and actively participate in applications/lectures. It is an expectation that students will attend/participate at least 80% of classes.

Students will be expected to attend lectures fully prepared to discuss assigned readings as per the course outline. If you have a recurring problem contact student support services. The timetable for classes can be found on the University web site at <http://www.timetables.mq.edu.au/>

Your lecturer will advise you of their consultation times and availability during the semester.

Technology Used and Required

Students are required to use information technology in this unit. Students will need to use: Library databases to source materials for the research reports, which are accessed electronically for conducting, research for assignments; Electronic (internet) access to iLearn to download unit learning resources and upload assignments or other materials required for class activities and assignments; Microsoft word and Power point (where applicable) for the research reports and presentations).

Unit Web Page

Course material is available on the learning management system (iLearn). The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MQ/>

USING iLEARN FORUMS

This practice exercise is mandatory for all students and must be completed by the end of week two. This is not an assessment. This will be the first step which will assist you to learn how to learn in an online environment and how to use the iLearn forums in online units.

A) Please post a message introducing yourself, your previous studies and what you do.

B) Using iLearn DIALOGUE Please email me telling me why you choose to study this unit and what do you expect to learn from this unit?

Weekly readings

There is no allocated textbook for this unit. Your weekly set of readings is detailed in the lecture program and copies will be uploaded each week on iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

New Assessment Policy in effect from Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy prior to Session 2 2016 <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcome

- Develop a deep understanding of the key theories and concepts in strategic management and their implications for international business

Assessment task

- Individual Essay - Part A

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcome

- Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business

Assessment tasks

- Group Report - Case Study
- Individual Essay - Part B

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or

practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Demonstrate the ability to work as part of a team in discussing and analysing international business issues
- Develop capabilities to make effective recommendations for successful strategy implementation

Assessment task

- Presentation and participation

Research and Practice: Global Contexts and Sustainability

This unit does not include a textbook. Students will be provided with a set of readings every week that will allow them to considerably expand their knowledge of international business strategy.

Conducting research independently a key component for this unit

This unit will give you extensive practice in applying theoretical knowledge on case studies. Issues of sustainability are integrated throughout the unit.