BUS 804
International Business Strategy
S1 External 2017

Dept of Marketing and Management

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## General Information

**Unit convenor and teaching staff**

Lecturer  
Yue Wang  
[yue.wang@mq.edu.au](mailto:yue.wang@mq.edu.au)  
Contact via (02) 98508513  
Friday 4-5 pm

**Credit points**

4

**Prerequisites**

(BUS651 or ECON649 or MKTG696) and 16cp at 800 level

**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 [http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/](http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/)

## Learning Outcomes

1. Develop a deep understanding of the key theories and concepts in strategic management and their implications for international business
2. Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business
3. Develop capabilities to make effective recommendations for successful strategy implementation
General Assessment Information

NO LATE SUBMISSIONS WILL BE ACCEPTED.

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 (i.e. 25 HOURS LATE IN SUBMISSION - 20% PENALTY). THIS PENALTY DOES NOT APPLY FOR CASES IN WHICH AN APPLICATION FOR DISRUPTION OF STUDIES IS MADE AND APPROVED.

Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<tr>
<td>Assignment (A)</td>
<td>50%</td>
<td>5 pm, 5 May</td>
</tr>
<tr>
<td>Assignment (B)</td>
<td>50%</td>
<td>5 pm, 6 June</td>
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Assignment (A)

Due: 5 pm, 5 May
Weighting: 50%

For individual assignment (A), each student will need to prepare a 2,000 word (excluding bibliography) essay on a case study. A separate Assignment (A) Submission Guide detailing case questions, marking criteria and submission guidelines will be uploaded to iLearn by week 3. Students should search the information (e.g. newspapers and other media outlets) relevant to the case and analyse the case questions through reference to concepts and frameworks introduced in the unit. **An electronic copy should be submitted to Turnitin in the iLearn system by 5 pm 5 May Friday.**

IMPORTANT NOTE ON LATE SUBMISSIONS:

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 (i.e. 25 HOURS LATE IN SUBMISSION - 20% PENALTY). THIS PENALTY DOES NOT APPLY FOR CASES IN WHICH AN APPLICATION FOR DISRUPTION OF STUDIES IS MADE AND APPROVED.

Research and Practice

The assignment requires students to conduct original research, which involves the collection and analysis of information from a range of sources, including academic journals, business magazines, newspapers and other media outlets.

This Assessment Task relates to the following Learning Outcomes:
Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business

Develop capabilities to make effective recommendations for successful strategy implementation

Assignment (B)
Due: 5 pm, 6 June
Weighting: 50%

For Individual Assignment (B), each student will need to prepare a 3000-word (excluding bibliography) critical literature review on the key ideas of transaction costs theory (covered in topics 5-7) and explain to what extent do you think such a theory can provide MNEs guidance on how to choose between different international business strategies when expanding overseas (e.g. the choice between export and FDI)?

To provide a rigorous review and critique, you are expected to read widely and incorporate at least 20 different references from academic articles. A separate Assignment (B) Submission Guide detailing the submission guideline and marking criteria will be uploaded to the iLearn.

An electronic copy of your assignment should be submitted to Turnitin in the iLearn system by 5 pm 6 June Tuesday.

IMPORTANT NOTE ON LATE SUBMISSIONS:
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 (i.e. 25 HOURS LATE IN SUBMISSION - 20% PENALTY). THIS PENALTY DOES NOT APPLY FOR CASES IN WHICH AN APPLICATION FOR DISRUPTION OF STUDIES IS MADE AND APPROVED.

Research and Practice
The assignment requires students to conduct original research, which involves the search, review and critique of the relevant articles from a range of academic journals. The titles below are indicative only for such academic journals and students are expected to search a wider range of sources than the list below.

This Assessment Task relates to the following Learning Outcomes:
- Develop a deep understanding of the key theories and concepts in strategic management and their implications for international business

**Delivery and Resources**

**Classes**
- This is an online unit. Students can access all teaching material through iLearn. Videos for weekly lectures and readings will be uploaded to iLearn as well as Assignment Submission Guide documents.
- Students are encouraged to post discussions to iLearn and/or contact your lecturer by email/phone during the consultation time for any inquiries.
- Students are expected to pay attention to announcements on iLearn.

**Required and Recommended Reading Materials**
- There is no prescribed textbook for the unit, references for weekly readings will be provided on iLearn.
- Throughout this course students are expected to search and read all materials in the weekly readings and additional reading material provided.
- In addition, students are strongly recommended to look at the following publications to enhance your knowledge:

  **Recommended books**

  **Recommended journals and periodicals**
  - Journal of International Business Studies: http://www.jibs.net/

**Technology Used and Required**
- Students are required to use iLearn, word processing, and Turnitin for assignment submissions.
- The web page for this unit can be found at: iLearn http://ilearn.mq.edu.au

**Teaching and Learning Strategy**
- The teaching and learning philosophy of the course is ‘We teach principles, you develop capabilities’. The theoretical principles provide the basis of various conceptual frameworks and models, which in turn help us to make sense of a variety of strategic issues firms face in a complex and uncertain global business environment.
- While these principles constitute the basis for a systematic examination of international business strategy and management, they do not necessarily explain why a particular firm succeeded or failed. The successful application of the concepts and theories introduced in this course depends on your ability to use them in a particular situation that a firm faces.
- Throughout the course, students...
should not only try to understand the theories, concepts and frameworks discussed in the lectures, but also make efforts to apply them in online discussions and assignments.

## Unit Schedule

<table>
<thead>
<tr>
<th>Topic</th>
<th>Key readings</th>
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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:


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/](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](http://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/](http://students.mq.edu.au/support/)

Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://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
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 outcomes**

- 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
- Develop capabilities to make effective recommendations for successful strategy implementation

**Assessment tasks**

- Assignment (A)
- Assignment (B)

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 outcomes**

- Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business
- Develop capabilities to make effective recommendations for successful strategy implementation

**Assessment tasks**

- Assignment (A)
- Assignment (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**

- Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business
- Develop capabilities to make effective recommendations for successful strategy implementation

**Assessment tasks**

- Assignment (A)
- Assignment (B)

**Changes from Previous Offering**

Readings updated; New assignments

**Research and Practice**

Useful resources are listed below:

**ACADEMIC JOURNALS**

There is a range of journals in the fields of international business and strategy. The titles below are indicative only of such publications. Most are available on the library databases:

- Academy of Management Review
- Asia Pacific Journal of Management
PERIODICALS

There is a range of periodicals in the fields of international business and management. The titles below are indicative only of such publications:

- *Business Week (Asian edition)*
- *Harvard Business Review*
- *The Wall Street Journal*
- *The Economist*

WEBSITES

- UNCTAD-United Nationals Conference on Trade and Development: [http://www.unctad.org](http://www.unctad.org)
- International business news:
  - orthodox views:
    - The Economist - [http://www.economist.com](http://www.economist.com)(some parts available only on subscription)
  - alternative views:
Unit guide BUS 804 International Business Strategy

- New Internationalist - http://www.newint.org