



BUS 803

Globalisation and Value Chain Management

S2 Evening 2017

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr Robert Jack

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Contact via Via Email or Ph: 98508463

E4A 643

Tuesdays 15-1600

Credit points

4

Prerequisites

BUS651 or MKTG696

Corequisites

Co-badged status

Unit description

This unit examines the key issues currently facing all service and manufacturing organisations creating products across global markets. The primary aim of the unit is to illustrate the impact globalisation has on the value transformation process both within the organisation and across its value chain. The unit analyses in detail the link between globalisation and an organisation's competitive strategy, the management of its operations, the design of its products and processes, and the management of its supply chains, inventory and logistics.

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:

An understanding of the concept of globalisation, its historical evolution and its current state including relevant drivers, patterns and trends

An ability to evaluate the value creation process for the firm

Develop capabilities in assessing the impact globalisation has on a firm's value chain configuration

Develop capabilities to make effective recommendations for the configuration of a firm's

value chain activities across international markets

General Assessment Information

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruptions to Studies is made and approved.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Group Presentation</u>	40%	No	Weeks 6-13
<u>Individual Assignment</u>	40%	No	Week 8
<u>Individual Assessment</u>	20%	No	On-going

Group Presentation

Due: **Weeks 6-13**

Weighting: **40%**

There will be 5-6 groups for group presentations (subject to change depending on the number of students enrolled). From week 6 to week 13, each group will need to make a presentation in the seminar class, based on an allocated case study. The case reading material (on iLearn) provides only a basic background and case questions, students are expected to search additional and/or updated information (e.g. newspapers and other media outlets) relevant to their presentation topics. Students should introduce the case first and then analyse the case questions through reference to course material as well as additional research. The presentation should be about 30-40 minutes, depending on the number of students in the group and the number of questions for the case. Beyond addressing the case questions, students are encouraged to raise and/or solve additional research questions based on, for example, updated information about the case. The presentation will be followed by questions from audience and discussions chaired by your lecturer..

Each group member is expected to participate in the presentation. Each group should determine the format of presentation and prepare powerpoint handouts for the audience. Student presentations will provide a focus for class discussion within these weeks' seminars. Your lecturer/tutor will mark and comment on a marking sheet and return to you in the following week's class. The mark will include the average mark from peer reviews provided by other groups.

Components of this assessment: 20% group mark + 20% individual mark

This assessment is composed of two parts: **a group mark** on group presentation performance (20%) and **an individual mark** on individual performance during the presentation (20%). While

every group member will receive the same group mark for group presentation performance, it is possible that each member will receive a different individual mark (and hence different total mark for this assessment task) as a result of differential performance at individual level.

On your presentation day, each group **MUST** submit a **Members' Contribution Report** summarizing each member's contribution to the group project. A separate Group Project Guide on how to prepare for your group project presentation and members' contribution reports will be uploaded to iLearn and will be discussed in classes. The Guide also provides detailed marking criteria for group performance and individual performance.

On successful completion you will be able to:

- An ability to evaluate the value creation process for the firm
- Develop capabilities in assessing the impact globalisation has on a firm's value chain configuration
- Develop capabilities to make effective recommendations for the configuration of a firm's value chain activities across international markets

Individual Assignment

Due: **Week 8**

Weighting: **40%**

For this **Individual Assignment** each student will need to prepare a 2,000 word (excluding bibliography) essay on **one** of the following topics:

- The future of globalisation and its likely impact on international business
- The viability of the value chain concept as it relates to firms that operate across international markets

A separate individual assignment document detailing marking criteria and submission guidelines will be uploaded to iLearn. Students should search the information (e.g. newspapers and other media outlets) relevant to the topic they choose and analyse the key issues with reference to concepts and frameworks introduced in this unit. Your lecturer will discuss some specific issues on assignment preparation before mid-session break.

A **hard copy** of your assignment should be either submitted to your lecturer in class on Week 8 **OR** submitted to your lecturer on an earlier date. An **electronic copy** should be submitted to Turnitin in the iLearn system for checking plagiarism. Note though an electronic submission to Turnitin is not a substitute for the hard copy submission, **you MUST submit both by the deadline.**

FOR 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.

On successful completion you will be able to:

- An understanding of the concept of globalisation, its historical evolution and its current state including relevant drivers, patterns and trends
- Develop capabilities to make effective recommendations for the configuration of a firm's value chain activities across international markets

Individual Assessment

Due: **On-going**

Weighting: **20%**

There will be ongoing in-class activities during the semester that will form part of this assessment. These will include discussions, reflections, mini tests and participation

On successful completion you will be able to:

- An understanding of the concept of globalisation, its historical evolution and its current state including relevant drivers, patterns and trends
- An ability to evaluate the value creation process for the firm
- Develop capabilities in assessing the impact globalisation has on a firm's value chain configuration

Delivery and Resources

Classes

- 3 hours face to face lecture,
- The timetable for classes can be found at: <http://www.timetables.mq.edu.au/>
- Lecture attendance is considered mandatory

Required and Recommended Texts and/or Materials

There is no prescribed textbook for this unit. In support of the lecture materials a selection of readings will be made available to the students on iLearn each week. These articles represent a starting point for reading and research for each lecture topic and will be provided in accordance with the lecture needs. You will need to consult additional reference material to satisfactorily complete the assignments due in this unit.

Participants will be expected to read widely and develop their general research skills (not just use the Internet). Many of the issues covered in the topics can be found in business or academic Journals, newspapers and or business periodicals such as the Asia Wall Street Journal, Far East Economic Review, Australian Financial Review, Business Review Weekly,

Sydney Morning Herald, The Age, The Australian, etc. A good starting point to source articles is the reference section of relevant journal articles.

Technology Used and Required

Laptop and access to internet.

Unit Web Page

Course material is available on iLearn <https://ilearn.mq.edu.au>

Learning and Teaching Activities

Overview

This unit will be taught via the participant-centred, experiential learning method of teaching. Experiential learning takes place when a person is involved in an activity, then looks back and evaluates it, determines what was useful or important to remember and uses this information to perform another activity. Students will participate in lectures, discussions, cases, video cases and experiential exercises in class. Students are advised to attend all lectures and participate in discussions, missing classes and not participating in discussions may affect your grades.

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

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy_2016.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 (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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 outcomes

- An understanding of the concept of globalisation, its historical evolution and its current state including relevant drivers, patterns and trends
- An ability to evaluate the value creation process for the firm

Assessment tasks

- Individual Assignment
- Individual Assessment

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

- An ability to evaluate the value creation process for the firm
- Develop capabilities to make effective recommendations for the configuration of a firm's value chain activities across international markets

Assessment task

- Individual Assessment

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

- Develop capabilities in assessing the impact globalisation has on a firm's value chain configuration
- Develop capabilities to make effective recommendations for the configuration of a firm's value chain activities across international markets

Assessment tasks

- Group Presentation
- Individual Assignment

Changes from Previous Offering

This is essentially a 'new' unit, although the unit code (BUS803) has previously been used for 'Strategic Operations Management'.

Research and Practice

This unit uses research from external sources. This unit provides you with the 'practice' of applying research findings in your allocated assignments.

Additional Readings

- Weekly Class Readings: you are to read the additional readings loaded on iLearn for each week. These are specific to the weekly class and will be used in relation to the case study and in class workshop.
- Required Cases: You will be required to read current related Case Study Material readily available on iLearn.
- Copyrights for use of cases have been purchased directly from Harvard Business School Publishing by the Faculty of Business and Economics. This is major coup for students in holding down their unit materials costs. Relevant material will be available via i-Learn on the Wednesday following our Tuesday class.