



BUS 804

International Business Strategy

S1 External 2018

Archive (Pre-2019) - Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Policies and Procedures</u>	6
<u>Graduate Capabilities</u>	8
<u>Changes from Previous Offering</u>	9
<u>Research and Practice</u>	9

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General Information

Unit convenor and teaching staff

Senior Lecturer

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4ER 643

Tuesday 4-5pm

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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 <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

Develop capabilities to make effective recommendations for successful strategy implementation

General Assessment Information

Students must obtain at least 50% to pass this unit.

Please note that students who have not submitted, or participated in, an assessment task will be awarded a mark of '0' for that task, except for cases in which an application for Special Consideration is made and approved by the Unit Convenor. For late submissions of written assessment 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 Special Consideration is made and approved.

Assessment Tasks

Name	Weighting	Hurdle	Due
Individual Assignment (A)	40%	No	Week 8
Individual Assignment (B)	40%	No	Week 13
Online class participation	20%	No	Ongoing

Individual Assignment (A)

Due: **Week 8**

Weighting: **40%**

For individual assignment (A), each student will need to prepare a 2,500 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.

Submission will be via TURNITIN

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 SPECIAL CONSIDERATION 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.

On successful completion you will be able to:

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

Individual Assignment (B)

Due: **Week 13**

Weighting: **40%**

For Individual Assignment (B), each student will need to prepare a 2500 word (excluding bibliography) critical literature review on a given topic. A separate Assignment (B) Submission Guide detailing the topic, submission guidelines and marking criteria, will be uploaded to the iLearn.

To provide a rigorous review and critique, you are expected to read widely and incorporate at least 20 different references from academic articles.

Submission will be via TURNITIN

IMPORTANT NOTE ON LATE SUBMISSIONS:

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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:

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

- International Business Review
- Journal of International Business Studies
- Journal of International Management
- Journal of Management
- Journal of Management Studies
- Journal of World Business
- Management International Review
- Strategic Management Journal
- Thunderbird International Business Review

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

Online class participation

Due: **Ongoing**

Weighting: **20%**

Online forums will be conducted each week during the Semester. These are the equivalent to tutorials in a traditional course.

You are required to participate actively in these, and your contributions will be assessed.

Students must read the weekly allocation of readings and make a post expressing your opinion, connecting current discussions by other students, relating to concepts learned in the video lectures, readings, your work experience or other relevant material from the case study. There is no word limit for the post. For each weekly forum will only be open for 2 weeks

Please note that students who have not participated in this assessment task will be awarded a mark of '0' for this task, except for cases in which an application for Special Consideration is made and approved by the Unit Convenor.

On successful completion you will be able to:

- Develop capabilities to make effective recommendations for successful strategy implementation

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.
- The timetable for classes can be found at: <http://www.timetables.mq.edu.au/>

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 any additional reading material provided

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.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)

- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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 - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcome

- Develop capabilities to make effective recommendations for successful strategy implementation

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 tasks

- Individual Assignment (B)
- Online class participation

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 task

- Individual Assignment (A)

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 outcome

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

Assessment tasks

- Individual Assignment (A)
- Individual Assignment (B)

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Assessment task

- Online class participation

Changes from Previous Offering

Although the readings are the same, those sourced from standard texts have been updated to include the latest editions.

Research and Practice

In addition to the allocated weekly readings other 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*
- *Cross Cultural Management*
- *International Business Review*
- *Global Strategy*
- *Journal of International Business Studies*
- *Journal of International Management*
- *Journal of World Business*
- *Management International Review*
- *Strategic Management Journal*
- *Thunderbird International Business Review*

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

- Australian Bureau of Statistics: <http://www.abs.gov.au/>
- Department of Foreign Affairs and Trade: <http://www.dfat.gov.au/>
- World Trade Organisation: <http://www.wto.org/>
- International Monetary Fund: <http://www.imf.org/>
- The World Bank: <http://www.worldbank.org/>
- UNCTAD-United Nations Conference on Trade and Development: <http://www.unctad.org>
- International Trade Centre: <http://www.intracen.org/>
- Australian Financial Review: <http://www.afr.com.au>