MGNT809

Managing Globally

Term 3 North Ryde 2019

Department of Management

Contents

General Information

Unit convenor and teaching staff
Unit Convenor and Lecturer
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By appointment

Credit points
4

Prerequisites
Admission to MMgmt

Corequisites

Co-badged status

Unit description
The first part of the unit focuses on the macro view of international business, examining the underlying causes and benefits of trade and foreign direct investment flows between nations. The driving forces behind globalisation are examined, as are the costs and benefits to nations, industries and individuals flowing from the globalised economy. The second part focuses on firm-level aspects of international business to provide students with an understanding of some of the key issues faced by managers engaged in international business operations. We explore the development of international strategies appropriate for different business environments and the most commonly utilised forms of foreign market-entry modes, together with their implications for managers.

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:

Understand the key motivations underlying the international expansion of firms

Analyse the major influences on firms that participate in international markets

Critically evaluate the complexity, managerial challenges and opportunities of the global

business environment

Assessment Tasks

Name	Weighting	Hurdle	Due
Individual Assignment	40%	No	27/08/2019
Group Project	30%	No	17-18/08/2019
Final Examination	30%	No	2-6/09/2019

Individual Assignment

Due: **27/08/2019**
Weighting: **40%**

For this **Individual Assignment** each student will need to prepare and submit a 2,000-word (excluding references) research essay on an allocated topic. A separate individual assignment document, detailing the topic and marking criteria, will be uploaded to iLearn.

Essays assess cognitive and research skills and require the systematic investigation of a topic and the development of a written argument. 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 topic

- Construct a sustained argument using relevant theories and models relevant to MGNT809

Submission is via **TURNITIN**. Your essay must be submitted to www.turnitin.com by the due date**.**

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.

On successful completion you will be able to:

- Analyse the major influences on firms that participate in international markets
- Critically evaluate the complexity, managerial challenges and opportunities of the global

business environment

Group Project

Due: **17-18/08/2019**
Weighting: **30%**

There will be 6-8 groups formed for a **Group Project** (subject to change depending on the number of students enrolled).

In our second set of classes, each group will need to make a **presentation** in the class. The group will be required to select an organization they are familiar with and develop a presentation on key aspects of the organization's international operations. 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.

Students should analyse their selected organization's international operations through reference to course material as well as additional research. The presentation should be about 30 minutes, depending on the number of students in the group. The presentation will be followed by questions from the audience (class) 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 summary handouts for the audience. Your presentation will also be assessed by your peers (ie the other allocated groups in the class). Your final grade for this assessment will include the average mark from peer reviews provided by other groups.

Components of this assessment: 15% group mark + 15% individual mark

This assessment is composed of two parts: **a group mark** on group presentation performance (15%) and **an individual mark** on individual performance during the presentation (15%). 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.

Late Submissions

NO extensions will be granted. Students who have not participated in group project presentation will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

On successful completion you will be able to:
• Understand the key motivations underlying the international expansion of firms

Final Examination

Due: **2-6/09/2019**

Weighting: **30%**

The final open book exam will be held during the Term 3 examination period. The exam is worth 30 per cent of the total grade and will assess key topics from the lecture program. The format of the final exam will be announced and discussed in detail during our classes.

On successful completion you will be able to:

- Understand the key motivations underlying the international expansion of firms
- Critically evaluate the complexity, managerial challenges and opportunities of the global business environment

Delivery and Resources

Classes

This unit will be taught in 'block mode' with two sets of classes - the first set will run during the day on Friday 2nd August/Saturday 3rd August & Sunday 4th August. The second set of classes will run on during the day on Saturday 17 August & Sunday 18 August

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au

Textbook

The allocated textbook for this unit is:

Collinson, S., Narula, R. & Rugman, A. (2017) *International Business* (7th ed.), Pearson, UK

The textbook will be made available through the Co-Op Bookshop. The textbook is also available digitally

Recommended readings - ACADEMIC JOURNALS

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

- Academy of Management Review
- Asia Pacific Journal of Management
- Cross Cultural Management
- International Business Review
- Journal of Asia Business
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review

Recommended readings - 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 Review Weekly (BRW)
- Business Week (Asian edition)
- Harvard Business Review
- The Wall Street Journal
- The Economist

Recommended readings - USEFUL 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 Nationals Conference on Trade and Development: http://www.unctad.org
- International Trade Centre: http://www.intracen.org/
- Australian Financial Review: http://www.afr.com.au

Technology Used and Required

Students are required to use iLearn, word processing, TURITIN, and powerpoint for presentation.

The web page for this unit can be found at: iLearn http://ilearn.mq.edu.au

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). 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). 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 (https://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 published on platform other than eStudent, (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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

If you are a Global MBA student contact globalmba.support@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

- Understand the key motivations underlying the international expansion of firms

Assessment task

- Final Examination

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:

Assessment task

- Individual Assignment

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

- Analyse the major influences on firms that participate in international markets
- Critically evaluate the complexity, managerial challenges and opportunities of the global business environment

Assessment task

- Group Project

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

- Group Project