MGMT3003

International Business Project

Session 1, Weekday attendance, North Ryde 2020

Department of Management

Contents

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General Information

Unit convenor and teaching staff
Dr Meena Chavan
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Contact via phone: 02 98509026
4 Eastern Road, Room 625
Appointments: 3pm to 4pm Mondays

Credit points
10

Prerequisites
130cp at 1000 level or above

Corequisites
BUS301 or MGMT3001

Co-badged status

Unit description
This unit provides students with an opportunity to engage with the business community on a variety of contemporary business issues and challenges in an international business (IB) context. The unit requires students to complete two major projects prescribed by industry partners. Students will apply knowledge of international business to real-world IB projects. By the end of the unit, students gain practical knowledge and experience of how to research and analyse real-world international business issues and challenges and develop a deep understanding of how the academic knowledge covered in previous units (particularly MGMT1005, MGMT2002, MGMT3001) can be integrated to tackle real-world IB projects.

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:

> **ULO1:** Evaluate and integrate international business and management knowledge and skills when developing solutions to practical international business and management problems.

> **ULO2:** Critically reflect on real-world experience and contemporary business issues

presented by partners from a range of industries.

ULO3: Apply problem solving skills in developing strategies and recommendations that address business problems and challenges.

ULO4: Build collaboration and team work skills through partnering in a group project.

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult iLearn for revised unit information.

Find out more about the Coronavirus (COVID-19) and potential impacts on staff and students

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Required text	• There is no prescribed textbook for the unit, relevant readings and links to various learning resources will be uploaded to iLearn to help students develop their projects.
	• Throughout this course students are expected to relate the topics/issues/projects presented in Seminar and Conference series (i.e. lectures) to previous units' material (theories, models, concepts, readings etc.) for developing problem-solving skills.
	• Students need to creatively apply what they have learned in previous units into the development of projects as prescribed by client partners.
	• It is expected that students will be able to conduct independent and collaborative research to address the issues/challenges as presented by guest speakers from participating companies.
Unit web page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/).
	iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.

Delivery Format and Other Details	• This unit includes an individual project and a group-based project as part of the PACE program. It requires students to integrate the materials covered in previous years' International Business units and apply them to international business problems as presented by the Client Partners. Its objectives are to investigate what kind of factors influence the international business strategies within an organisation to work towards achieving a competitive advantage.
	• The classes are conducted through a series of seminars (i.e. lectures) by industry speakers, mentoring and reflection workshops (i.e. tutorials) where students discuss and reflect upon what they have learned in the industry seminars, and mini-conferences where students showcase and present their projects around the Client Partners' specified international business problem/s. Throughout the unit, the emphasis is on the analytical process: identifying information needs, acquiring the necessary information, interpreting it and using it as the basis for developing business recommendations or solutions for the Client Partners.
	• Number and length of classes: 1 x 2 hour Seminar and Conference series and 1 x 1 hour Mentoring and Reflection series - tutorial, i.e. 3 hours face to face per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)
	• In Seminar series, speakers from participating companies will deliver their talks and/or prescribe a set of real world business issues, problems and challenges for students to develop their group and individual research projects.
	• In Conference series, selected students (individual and/or group) will showcase their projects through inlecture presentations (individual and/or group). Invited speakers will listen to students presentations and offer feedback and suggestions. These showcase presentations will allow client partners from diverse business sectors to converse with and engage specific students, and to potentially recruit them for either volunteer roles, mentoring programs, or formal employment. Students will benefit from building their collaborative relationships with client companies to gain further professional mentoring and to enhance their employmentseeking efforts.
	• Mentoring and Reflection series (i.e. tutorials) is where students reflect on what they have learned in the Seminar and Conference series by linking guest speakers' talks with knowledge and skills learned in previous units
	• Tutorials will commence in Week 2
	• The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	Recommended readings are provided via the links on the iLearn Unit page

Unit Schedule

> ### Coronavirus (COVID-19) Update
>
> The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult iLearn for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Week	Lecture Topic & Readings	Tutorial Topic
Week 1	Dr Meena Chavan	No Tutorials

Week 2	Industry Speaker	Week 2 Reflection workshop:
		Group and presentation allocation What did you learn from the industry speaker?
		Additional online material: How the US-China trade war has starved some Silicon Valley start-ups https://www.cnbc.com/2020/01/31/chinese-venture-capitalists-draw-back-silicon-valley-investments.html\
Week 3	Industry Speaker	Week 3 Reflection workshop:
		What did you learn from the industry speaker?
		Additional online material: A tale of two toymakers: Mattel soars, Hasbro sinks, but there's more to the story
		https://www.cnbc.com/2019/02/08/a-tale-of-two-toy-makers-mattel-soars-hasbro-sinks.html
Week 4	Industry Speaker	Week 4 Reflection workshop:
		What did you learn from the industry speaker?
		Additional online material: How have Chinese firms evolved? Your grandfather's Buick is hot in China, but maybe not for long
		https://www.cnbc.com/2019/02/07/why-china-is-so-important-to-buicks-survival.html
Week 5	Industry Speaker	Week 5 Reflection workshop:
		What did you learn from the industry speaker?
		Additional online material: What are your thoughts on the dynamic auto industry changes towards sustainability? GM is going 'all-electric,' but it doesn't expect to make money off battery-powered cars until early next decade
		https://www.cnbc.com/2019/02/06/gm-doesnt-expect-to-make-money-off-electric-cars-until-ne xt-dec ade.html?recirc=taboolainternal
Week 6	Industry Speaker	Week 6 Reflection workshop:
		What did you learn from the industry speaker? How to prepare for group project presentations?
Week 7	Industry speaker	Week 7: Group Presentations

Week 8 & 9	Mid Semester Break	
Week 10	Industry Speaker	Week 10 Group Presentations
Week 11	Industry Speaker	Week 11 Group Presentations
Week 12	Student Showcase Presentations	Week 12 Group Presentations
Week 13	Student Showcase Presentations	Week 13 Group Presentations

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.)*

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 help you improve your marks and take control of your study.

- Getting help with your assignment
- Workshops
- StudyWise
- Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

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

PACE-specific Policies PACE prizes: All PACE students are eligible to apply for the annual Professor Judyth Sachs PACE Prize. This prestigious prize for outstanding achievement in a PACE activity is recorded on academic transcripts and the Australian Higher Education Graduation Statement https://students.mq.edu.au/experience/practical-experience/pace-experience/apply-for-a-prize

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.