



MGMT8004

International Business Strategy

Session 1, Infrequent attendance, North Ryde 2020

Department of Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Yue Wang

yue.wang@mq.edu.au

Credit points

10

Prerequisites

(BUS651 or MGMT6051 or ECON649 or ECON6049 or ECON991 or ECON8091 or MGMT812 or MGMT8012 or MKTG696 or MKTG6096) and 40cp at 8000 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. It will introduce students to strategic decision making by providing insights on the practices and policies used for competitive advantage. Concepts developed in the unit will be applied to the solution of 'real world' problems through the use of the 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:

ULO1: Analyse and describe the theories and concepts relevant to international business strategy.

ULO2: Research and critique relevant theories and concepts to analyse strategic management issues in international business.

ULO3: Develop effective recommendations for successful strategy implementation.

ULO4: Critically evaluate how competitive advantage applies to international business strategy.

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, 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.
Unit web page	The web page for this unit can be found at: https://ilearn.mq.edu.au/login/
Technology Used and Required	Students will need to be familiar with a web browser to access the unit web page.
Delivery Format and Other Details	<ul style="list-style-type: none"> 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. The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
Recommended readings	<p>Recommended books:</p> <ul style="list-style-type: none"> Besanko, D., Dranove, D., S. Schaefer, and M. Shanley, 2016. Economics of Strategy, 7th edition, New York: John Wiley & Sons, Inc. (or earlier editions) Peng, M., 2017. Global Strategy, 4th edition, Cengage Learning <p>Recommended journals and periodicals:</p> <ul style="list-style-type: none"> The Economist: http://www.economist.com Far Eastern Economic Review: http://www.feer.com/ Harvard Business Review: http://www.hbr.com Journal of International Business Studies: http://www.jibs.net/

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

Please see iLearn.

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.*)

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

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

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.