



MMBA8057

Competition and Strategy in Asia/Pacific

MGSM term 4, Intensive attendance, North Ryde 2020

Department of Management

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Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Associate Professor Kyle Bruce

kyle.bruce@mq.edu.au

Credit points

10

Prerequisites

MGSM850 or MMBA8050

Corequisites

Co-badged status

Unit description

This unit is concerned with the dynamics of firm and industry competition within one of the most significant regions of the world economy, the Asia-Pacific. The unit takes the perspective of firms active in the region, both as multinational companies operating businesses in the region (otherwise known as global incumbents), and as successful firms emerging from the region who are, or who aim in time to become 'global challengers' in the world market. The unit introduces conceptual frameworks to make sense of global approaches to strategy in emerging economies as well as to within country contexts such as national cultures, management philosophies, national competitive advantages and institutional voids.

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: Critically analyse and apply concepts and theories of international business and management.

ULO2: Research, interpret and communicate ideas about doing business in/with companies in emerging economies in the Asia Pacific region.

ULO3: Navigate ambiguous, complex, and uncertain contexts, considering different formal and informal institutional frameworks in the Asia Pacific region.

General Assessment Information

Late Assessments must also be submitted through Turnitin. No extensions will be granted. 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 incurs a 40% penalty). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Assessment Tasks

Name	Weighting	Hurdle	Due
Take-home assignment	40%	No	Friday 13th November: 5pm to 9pm
Group Report	60%	No	Friday 20th November 5pm

Take-home assignment

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 20 hours

Due: **Friday 13th November: 5pm to 9pm**

Weighting: **40%**

This is the culmination of the work that students do analysing case studies in every class. The task requires them to demonstrate unit knowledge by applying it in multiple different contexts and circumstances.

On successful completion you will be able to:

- Critically analyse and apply concepts and theories of international business and management.
- Navigate ambiguous, complex, and uncertain contexts, considering different formal and informal institutional frameworks in the Asia Pacific region.

Group Report

Assessment Type ¹: Report

Indicative Time on Task ²: 30 hours

Due: **Friday 20th November 5pm**

Weighting: **60%**

Students will choose a company and apply select topics from the unit to analyse the company's experience doing business with/in emerging economies in the Asia Pacific region. Students will undertake the task as a group, but be marked only for their individual contribution.

On successful completion you will be able to:

- Research, interpret and communicate ideas about doing business in/with companies in emerging economies in the Asia Pacific region.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Required Text	Verbeke et al. (2019), <i>Contemporary international business in the Asia-Pacific region</i> . Cambridge University Press. ISBN: 978-1108620680
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	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
Inherent Requirements	None

Unit Schedule

Please see iLearn.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.m) (<https://staff.m>

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](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 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.