



# MGMT2002

## International Business Operations

Session 2, Special circumstance 2020

*Department of Management*

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#### Disclaimer

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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

Monica Ren

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Credit points

10

Prerequisites

70cp at 1000 level or above including BUS201 or MGMT1005

Corequisites

Co-badged status

Unit description

This unit introduces students to the key concepts of business operations from a firm perspective while internationalising. Major issues considered include modes of international expansion; the management of international strategic cooperation; an emphasis on small to medium size businesses and how they compete on a global level; and the development of new international organisation forms and their implications for management in various functional and operational areas. Structure and strategy are explored from the perspective of their roles as foundations of the organisation, with an emphasis on how all types of businesses have grappled with the operational and organisational challenges of International Business. Skills in problem solving and teamwork are developed.

## 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:** Assess challenges facing multinational corporations when implementing internationalisation from a firm's perspective.

**ULO2:** Evaluate the impact of contextual factors on the management of a firm's internationalisation.

**ULO3:** Research and analyse key internationalisation functional units and practices for an existing firm.

**ULO4:** Develop and justify management solutions for implementing internationalisation strategies.

**ULO5:** Successfully work in teams and reflect on teamwork strategies in achieving group objectives.

## General Assessment Information

### Late Assessment Policy:

Late assessment submissions must be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

*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
<a href="#">Individual Case Study Analysis</a>	15%	No	Week 5
<a href="#">Group Project Report</a>	35%	No	Week 12
<a href="#">Final Online Examination</a>	50%	No	University Examination Period

### Individual Case Study Analysis

Assessment Type <sup>1</sup>: Case study/analysis

Indicative Time on Task <sup>2</sup>: 11 hours

Due: **Week 5**

Weighting: **15%**

Case method immerses students in realistic business situations--which include incomplete information, time constraints, and conflicting goals. A case study analysis requires the systematic investigation of a key international business operation topic and the development of a written argument with cognitive and research skills. Case study analysis is expected to develop coherent arguments, be founded on thorough research, and provide insight into the topic area. Please check the weekly tutorial case and topical questions from the unit schedule. One submission of up to 1,500 words is required.

On successful completion you will be able to:

- Evaluate the impact of contextual factors on the management of a firm's internationalisation.
- Research and analyse key internationalisation functional units and practices for an existing firm.
- Develop and justify management solutions for implementing internationalisation strategies.

## Group Project Report

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 12**

Weighting: **35%**

Analyse an Australian manufacturing company's internationalisation strategy into any international market. Use any two topics from your textbook as the direction for the group project's theoretical research base. Students will submit: 1) A group report of up to 2,000 words will be submitted (worth 15% - group mark). It will be a detailed analysis of a situation using empirical data and research. Reports are used to assess critical thinking, analytical and research skills. As this is a group exercise all members of the group are expected to contribute actively and substantially. 2) A 5-minute video presentation of the group report. All students must be in the video (worth 10% - marked individually). 3) Individual response to a set of question(s) regarding their teamwork experience (worth 10% - marked individually). Length is up to 500 words.

On successful completion you will be able to:

- Assess challenges facing multinational corporations when implementing internationalisation from a firm's perspective.
- Evaluate the impact of contextual factors on the management of a firm's internationalisation.
- Research and analyse key internationalisation functional units and practices for an existing firm.
- Develop and justify management solutions for implementing internationalisation strategies.
- Successfully work in teams and reflect on teamwork strategies in achieving group objectives.

## Final Online Examination

Assessment Type <sup>1</sup>: Examination

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **University Examination Period**

Weighting: **50%**

A two-hour online final examination, administered via iLearn, will be held during the University Examination Period.

On successful completion you will be able to:

- Assess challenges facing multinational corporations when implementing internationalisation from a firm's perspective.
- Evaluate the impact of contextual factors on the management of a firm's internationalisation.

<sup>1</sup> 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.

<sup>2</sup> 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	Cavusgil, Knight and Riesenberger, 2017, International Business: The New Realities, Global Edition, Pearson.
Unit Web Page	The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au">https://ilearn.mq.edu.au</a>
Technology Used and Required	<p>Students are required to have access to a personal computer and familiarise themselves with iLearn (<a href="https://ilearn.mq.edu.au">https://ilearn.mq.edu.au</a>).</p> <p>iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students.</p>
Delivery Format and Other Details	<ul style="list-style-type: none"><li>• Number and length of classes: <b>1 x 2 hour lecture and 1 x 1 hour tutorial</b>, i.e. <b>3 hours online or mixture of face to face and online delivery</b> per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)</li><li>• Tutorials will commence in <b>Week 2</b>.</li><li>• The timetable for classes can be found on the University web site at: <a href="http://www.timetables.mq.edu.au/">http://www.timetables.mq.edu.au/</a></li></ul>

Recommended Readings	Recommended readings are provided via the links on the <a href="#">iLearn</a> 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.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](https://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.