MGMT8004

International Business Strategy

Session 1, Special circumstances 2021

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 activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face 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
Unit Convener
Yue Wang
yue.wang@mq.edu.au
Consultation time: 4-5pm Friday

Credit points
10

Prerequisites
(BUS651 or MGMT6051 or ECON649 or ECON6049 or ECON991 or ECON8091 or MGNT812 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.

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
Case Study	50%	No	Week 10
Essay – Literature review	50%	No	Week 13

Case Study

Assessment Type [1]: Report
Indicative Time on Task [2]: 30 hours
Due: **Week 10**
Weighting: **50%**

For this individual assignment each student will need to prepare a 3000-word case study on an allocated topic and analyse the case questions through reference to concepts and frameworks introduced in the unit.

The assignment requires students to conduct original research, which involves the collection and analysis of information from a range of sources, including academic journals, business magazines, newspapers and other media outlets.

On successful completion you will be able to:

- Research and critique relevant theories and concepts to analyse strategic management issues in international business.
- Develop effective recommendations for successful strategy implementation.
- Critically evaluate how competitive advantage applies to international business strategy.

Essay – Literature review

Assessment Type [1]: Essay
Indicative Time on Task [2]: 30 hours
Due: **Week 13**

Weighting: **50%**

For this individual assignment each student will need to prepare a 3000-word essay. The assignment requires students to conduct original research, which involves the search, review and critique of the relevant articles from a range of academic journals. To provide a rigorous review and critique, you are expected to read widely and incorporate at least 20 different references from academic articles.

On successful completion you will be able to:

- Analyse and describe the theories and concepts relevant to international business strategy.
- Research and critique relevant theories and concepts to analyse strategic management issues in international business.

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[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	There is no required text. Readings will be available on iLearn via Leganto.
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 videos, slides, assessment details, student grades and as a means of communication between staff members and students. Weekly workshop and consultation will be conducted online via Zoom. Students should familiarize themselves with the use of Zoom.
Delivery Format and Other Details	The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/ This is an external/online unit, with weekly video lectures and Zoom workshops. Students should familiarize themselves with the use of Zoom for participating in workshops and consultations.
Recommended readings	Recommended readings are provided via Leganto 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://policies.mq.edu.au). 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

Students seeking more policy resources can visit Student Policies (https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/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.