



MGMT3001

Global 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

Associate Professor Yue Wang

yue.wang@mq.edu.au

Consultation time: 4-5pm Wednesday

Credit points

10

Prerequisites

20cp at 2000 level or above including BUS202 or MGMT2002

Corequisites

10cp from BUS or BBA or MGMT units at 3000 level

Co-badged status

Unit description

This unit introduces a set of strategic management concepts and ideas to examine the key business policy decisions in managing an international business including: sources of competitive advantage in international competition; foreign market expansion strategies; international strategic alliances; global competitive dynamics; product and geographic diversification strategies; multinational organisational structures; and international corporate governance systems. By the end of the unit students should have an advanced understanding of the principles of developing a strategy for an international business as well the key factors that the firm must consider in respect of its external environment. Students are expected to critically apply the theoretical principles and concepts developed in this unit to solve real-world business problems through the use of the latest case studies, class debates/discussions, and presentations 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: Develop an advanced understanding of the key theoretical principles and concepts in strategic management and their implications for international business

ULO2: Evaluate and synthesise a variety of theoretical concepts and principles and critically apply them to solve key strategic problems and issues in global business

ULO3: Produce and deliver a persuasive and critical analysis in reflective writing and oral presentation for cases/issues related to global business strategy, both individually and in a team

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 |
|--|-----------|--------|----------------------------------|
| Essay | 30% | No | Week 10 |
| Case Study Presentation | 30% | No | Weekly in tutorials (weeks 7-13) |
| Problem Solving Analysis | 40% | No | Week 13 |

Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 20 hours

Due: **Week 10**

Weighting: **30%**

An essay of up to 2,000 words worth 30%.

On successful completion you will be able to:

- Evaluate and synthesise a variety of theoretical concepts and principles and critically apply them to solve key strategic problems and issues in global business
- Produce and deliver a persuasive and critical analysis in reflective writing and oral

presentation for cases/issues related to global business strategy, both individually and in a team

Case Study Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **Weekly in tutorials (weeks 7-13)**

Weighting: **30%**

A group presentation up to 45 minutes based on a group case study worth 30%. 15% of the mark is allocated to individual performance, and 15% as a group mark.

On successful completion you will be able to:

- Evaluate and synthesise a variety of theoretical concepts and principles and critically apply them to solve key strategic problems and issues in global business
- Produce and deliver a persuasive and critical analysis in reflective writing and oral presentation for cases/issues related to global business strategy, both individually and in a team

Problem Solving Analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 15 hours

Due: **Week 13**

Weighting: **40%**

Multiple case studies of up to 2,500 words worth 40%.

On successful completion you will be able to:

- Develop an advanced understanding of the key theoretical principles and concepts in strategic management and their implications for international business
- Evaluate and synthesise a variety of theoretical concepts and principles and critically apply them to solve key strategic problems and issues in global business

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

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| Required Text | <p>There is no prescribed textbook for the unit. But students MUST purchase Unit Reader from bookshop. Throughout this course students are expected to read all materials in the Unit Reader. Additional reading material may be provided in the lectures. To enhance your knowledge, students are strongly recommended to look at the following publications.</p> <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 new editions) • Peng, M., 2017. Global Strategy, 4th edition, Cengage Learning. (or new editions) <p>Recommended journals:</p> <ul style="list-style-type: none"> • Journal of International Business Studies • Journal of World Business • Journal of International Management • International Business Review • Management International Review • Asia Pacific Journal of Management |
| Unit Web Page | The web page for this unit can be found at: https://ilearn.mq.edu.au/login/ |
| Technology Used and Required | <p>Students are required to have access to a personal computer and familiarise themselves with iLearn (https://ilearn.mq.edu.au/login/).</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> <p>Zoom will be used as the online platform for all classes and consultations. Students should familiarise themselves with the use of Zoom.</p> |
| Delivery Format and Other Details | <p>Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours online Zoom per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s)</p> <p>Tutorials will commence in Week 2.</p> <p>All classes and consultations will be conducted online via Zoom. Student presentations will also be delivered via Zoom. Students should familiarise themselves with the use of Zoom for recording and presenting their presentations.</p> <p>The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/</p> |
| 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 \(https://policies.mq.edu.au\)](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 \(https://students.mq.edu.au/support/study/policies\)](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 \(https://policies.mq.edu.au\)](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.