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Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

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 convener.
General Information

Unit convenor and teaching staff
Unit Convener
Dr Monica Ren
monica.ren@mq.edu.au

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Case Study Analysis</td>
<td>25%</td>
<td>No</td>
<td>Week 5</td>
</tr>
<tr>
<td>Group Project Report</td>
<td>45%</td>
<td>No</td>
<td>Team Report due Week 12; Team X Reflection due Week 12</td>
</tr>
<tr>
<td>Final Online Examination</td>
<td>30%</td>
<td>No</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

Individual Case Study Analysis

Assessment Type 1: Case study/analysis
Indicative Time on Task 2: 11 hours
Due: Week 5
Weighting: 25%

A case study analysis report of up to 2,000 words worth 25%.

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.
Group Project Report

Assessment Type: Report
Indicative Time on Task: 30 hours
Due: Team Report due Week 12; Team X Reflection due Week 12
Weighting: 45%

This assessment consists of two components worth 45% total. The first component is a group report of up to 3,000 words worth 25%. The second component is an individual reflection report of up to 1,500 words worth 20%.

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: Examination
Indicative Time on Task: 20 hours
Due: University Examination Period
Weighting: 30%

A two-hour online examination, administered via iLearn and worth 30% 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.

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 Learning Skills Unit for academic skills support.

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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Unit Web Page</td>
<td>The web page for this unit can be found at: <a href="https://ilearn.mq.edu.au">https://ilearn.mq.edu.au</a></td>
</tr>
<tr>
<td>Technology Used and Required</td>
<td>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>), Echo360 and Zoom. iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students. Echo360 will be used to post online lectures. Zoom will be used to deliver tutorials (for online tutorials).</td>
</tr>
<tr>
<td>Delivery Format and Other Details</td>
<td>• Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours online or mixture of face to face and online delivery per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s) • Tutorials will commence in Week 2. • 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></td>
</tr>
<tr>
<td>Recommended Readings</td>
<td>Recommended readings are provided via the links on the iLearn Unit page</td>
</tr>
<tr>
<td>Inherent Requirements</td>
<td>None</td>
</tr>
</tbody>
</table>

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. 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 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](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/](http://students.mq.edu.au/support/)

**Learning Skills**

Learning Skills ([mq.edu.au/learningskills](https://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 Enquiry Service**

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

**Equity 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.
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.

Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>28/01/2021</td>
<td>Re-ordering of assessments</td>
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</table>