



MGMT2002

International Business Operations

Session 1, Special circumstances 2021

Department of Management

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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 convenor.

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

Name	Weighting	Hurdle	Due
Individual Case Study Analysis	25%	No	Week 5
Group Project Report	45%	No	Team Report due Week 12; Team X Reflection due Week 12
Final Online Examination	30%	No	University Examination Period

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 ¹: Report

Indicative Time on Task ²: 30 hours

Due: **Team Report due Week 12; Team X Reflection due Week 12**

Weighting: **45%**

This assessments 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 ¹: Examination

Indicative Time on Task ²: 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 [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	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: https://ilearn.mq.edu.au
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), Echo360 and Zoom.</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>Echo360 will be used to post online lectures. Zoom will be used to deliver tutorials (for online tutorials).</p>
Delivery Format and Other Details	<ul style="list-style-type: none">• 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: 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 \(https://policies.mq.edu.au\)](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.

Changes since First Published

Date	Description
28/01/2021	Re-ordering of assessments