



# MGMT2002

## International Business Operations

Session 2, In person-scheduled-weekday, North Ryde 2022

*Department of Management*

### Contents

---

|   |   |
|---|---|
| <a href="#"><u>General Information</u></a>            | 2 |
| <a href="#"><u>Learning Outcomes</u></a>              | 2 |
| <a href="#"><u>General Assessment Information</u></a> | 3 |
| <a href="#"><u>Assessment Tasks</u></a>               | 3 |
| <a href="#"><u>Delivery and Resources</u></a>         | 5 |
| <a href="#"><u>Unit Schedule</u></a>                  | 5 |
| <a href="#"><u>Policies and Procedures</u></a>        | 5 |

---

#### **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.

## General Information

Unit convenor and teaching staff

Unit Convenor

Monica Ren

[monica.ren@mq.edu.au](mailto:monica.ren@mq.edu.au)

Jackie Gorrick

[jackie.gorrick@mq.edu.au](mailto:jackie.gorrick@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 Submission Penalty (written assessments)

Unless a [Special Consideration](#) request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

## Assessment Tasks

| Name   | Weighting | Hurdle | Due               |
|--|-----------|--------|-------------------|
| <a href="#">Individual Case Study Analysis</a> | 25%       | No     | Week 5            |
| <a href="#">Group Project Report</a>           | 45%       | No     | Week 12 & Week 12 |
| <a href="#">Final Examination</a>              | 30%       | No     | Final Exam 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: **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 <sup>1</sup>: Report

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

Due: **Week 12 & 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 Examination

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

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

Due: **Final Exam Period**

Weighting: **30%**

A two-hour closed-book examination 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.

<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, 2020, International Business: The New Realities, 5th Edition, 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      | 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> ).<br><br>iLearn will be used to post lecture slides, assessment details, student grades and as a means of communication between staff members and students. |
| Delivery Format and Other Details | 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>   |
| Recommended Readings              | Recommended readings are provided via the links on the <a href="#">iLearn</a> Unit page   |
| Inherent Requirements             | None  |

## Unit Schedule

Please check iLearn for details.

## 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.