



# MGMT3001

## Global Business Strategy

Session 2, In person-scheduled-weekday, North Ryde 2023

*Department of Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Yue Wang

[yue.wang@mq.edu.au](mailto:yue.wang@mq.edu.au)

Contact via email

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 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="#">Case Study Presentation</a>  | 30%       | No     | week 7 to week 13 |
| <a href="#">Essay</a>                    | 30%       | No     | week 9            |
| <a href="#">Problem Solving Analysis</a> | 40%       | No     | week 13           |

### Case Study Presentation

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

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

Due: **week 7 to week 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

## Essay

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

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

Due: **week 9**

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

## Problem Solving Analysis

Assessment Type <sup>1</sup>: Case study/analysis

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

<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

Please see iLearn.

## 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](#)
- [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 Advocacy](#) provides independent advice on MQ policies, procedures, and

processes

## 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.