



# MGMT8004

## International Business Strategy

Session 1, In person-scheduled-weekday, North Ryde 2024

*Department of Management*

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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.

## General Information

Unit convenor and teaching staff

Unit Convenor

Candy Ying Lu

[candy.lu@mq.edu.au](mailto:candy.lu@mq.edu.au)

R634 - 4 Eastern Road

Wednesdays 3-4.30pm

Credit points

10

Prerequisites

(MGMT6051 or ECON6049 or ECON8091 or MGMT8012 or MKTG6096) and 40cp at 8000 level

Corequisites

Co-badged status

Unit description

This unit draws upon concepts from interdisciplinary sources as well as practical industry and firm-level case studies. It will introduce students to strategic decision making by providing insights on the practices and policies used for competitive advantage. Concepts developed in the unit will be applied to the solution of 'real world' problems through the use of the case studies, and other learning strategies 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:** Critically apply relevant theories and concepts to analyse strategic management issues in international business.

**ULO2:** Develop effective recommendations for successful strategy implementation.

**ULO3:** Prepare and deliver a critical analysis in oral presentation for cases related to international business strategy, both individually and in a team

**ULO4:** Demonstrate ability to participate in the discussion of the implications of key

strategic management theories and concepts for international business

## 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 apply for [Special Consideration](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Case Study</a>	30%	No	Week 9
<a href="#">Problem-solving analysis</a>	30%	No	Week 13
<a href="#">Presentation</a>	30%	No	Weeks 6-12
<a href="#">Participation</a>	10%	No	Weeks 3-12

### Case Study

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

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

Due: **Week 9**

Weighting: **30%**

For this individual assignment, each student will need to prepare a 2000-word case study on an allocated topic and analyze the case questions through reference to concepts and frameworks introduced in the unit. The assignment requires students to conduct original research, which involves the collection and analysis of information from a range of sources, including academic journals, business magazines, newspapers, and other media outlets.

On successful completion you will be able to:

- Critically apply relevant theories and concepts to analyse strategic management issues in international business.
- Develop effective recommendations for successful strategy implementation.

## Problem-solving analysis

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

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

Due: **Week 13**

Weighting: **30%**

The individual assessment requires students to identify and apply most relevant theoretical models and concepts introduced in the unit to solve some strategic problems and issues in international business context. Students will be provided with multiple case studies and/or business scenarios, and will need to provide their answers, solutions, and/or recommendations within the word limit of 2,000 words.

On successful completion you will be able to:

- Critically apply relevant theories and concepts to analyse strategic management issues in international business.
- Develop effective recommendations for successful strategy implementation.

## Presentation

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

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

Due: **Weeks 6-12**

Weighting: **30%**

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

On successful completion you will be able to:

- Prepare and deliver a critical analysis in oral presentation for cases related to international business strategy, both individually and in a team

## Participation

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Weeks 3-12**

Weighting: **10%**

This assessment requires students to participate actively in the class discussion of the practical implications of the key theoretical concepts and frameworks introduced in the unit. Students will need to attend regularly in the weekly workshops and demonstrate their ability to participate in vigorous discussions and debates.

On successful completion you will be able to:

- Demonstrate ability to participate in the discussion of the implications of key strategic management theories and concepts for international business

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<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 for further information.

## 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.

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Unit information based on version 2024.04 of the [Handbook](#)