MGMT2002

International Business Operations

Session 1, In person-scheduled-weekday, North Ryde 2025

Department of Management

Contents

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General Information

Unit convenor and teaching staff Monica Ren monica.ren@mq.edu.au
Credit points 10
Prerequisites 50cp at 1000 level or above
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
Active Engagement	30%	No	Week 2 to week 12
Individual Presentation	20%	No	09/04/2025
Team Report	30%	No	28/05/2025
Reflective Report	20%	No	04/06/2025

Active Engagement

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 10 hours
Due: **Week 2 to week 12**
Weighting: **30%**

This participatory task will comprise of students' completion of tutorial tasks in class, contribution to tutorial discussions, and interaction in tutorials.

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.
- Develop and justify management solutions for implementing internationalisation strategies.

Individual Presentation

Assessment Type [1]: Presentation
Indicative Time on Task [2]: 12 hours
Due: **09/04/2025**
Weighting: **20%**

Individual online submission, max 5 mins

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.

Team Report

Assessment Type [1]: Project
Indicative Time on Task [2]: 30 hours
Due: **28/05/2025**
Weighting: **30%**

3000 words project report, online submission via Turnitin, one report per team.

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.

Reflective Report

Assessment Type [1]: Reflective Writing
Indicative Time on Task [2]: 10 hours
Due: **04/06/2025**
Weighting: **20%**

1500 words Team X Reflective report, individual, online submission via Turnitin.

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.

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[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

Please see iLearn for further information

Unit Schedule

Please see iLearn for further information

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (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). 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) 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 connect.mq.edu.au or if you are a Global MBA student contact 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 the Service Connect Portal, 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/.

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.

Unit information based on version 2025.01R of the Handbook