



# MGMT1005

## Introduction to Global Business

Session 2, In person-scheduled-weekday, North Ryde 2026

*Department of Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor

Sam Strudwick-Day

[samuel.strudwick-day@mq.edu.au](mailto:samuel.strudwick-day@mq.edu.au)

4 Eastern Road, Level 2 (SASU)

Monday 4:00pm - 5:00pm (in person or zoom). Please email first for confirmation.

Credit points

10

Prerequisites

Corequisites

Co-badged status

Unit description

International business includes all business activities that involve organisations from two or more countries. Although international business has many similarities with domestic business, there are significant differences which this unit examines. At an international level, managers must accommodate a highly complex environment. Key variables in this environment include: different currencies; different government policies concerning trade; subsidies and controls on foreign investment; as well as the variables that exist in any domestic environment such as competition, costs and customer characteristics. Topics examined in the unit include: forms of international business; the political and cultural context of international business; theories of international trade and investment; regional economic integration; and an introduction to multilateral institutions such as the IMF, the World Bank group and the World Trade Organisation.

## 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:** Identify the complexity, challenges, opportunities, changes and contrasts of the international business environment.

**ULO2:** Analyse and communicate the core principles of contemporary IB theory to

international business development and practice as an individual and as part of a group.

**ULO3:** Critically analyse and integrate literature on international business to solve problems

**ULO4:** Evaluate international business decisions, systems and/or policies.

## General Assessment Information

Late Assessment Submission Penalty (written assessments)

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends),

up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.

Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions:

Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for

Short Extension, you must apply for Special Consideration. Need help? Review the Special Consideration page for further details.

## Assessment Tasks

| Name                                                                                                   | Weighting | Hurdle | Due                | Groupwork/Individual | Short Extension | AI Approach |
|--------------------------------------------------------------------------------------------------------|-----------|--------|--------------------|----------------------|-----------------|-------------|
| <u>Professional practice:</u><br><u>Persuasive</u><br><u>communication</u>                             | 40%       | No     | 15/<br>10/<br>2026 | Individual           | No              | Observed    |
| <u>Skills development:</u><br><u>International market</u><br><u>analysis</u>                           | 30%       | No     | 18/<br>09/<br>2026 | Group                | No              | Open AI     |
| <u>Skills development:</u><br><u>Evaluating</u><br><u>internationalisation</u><br><u>opportunities</u> | 30%       | No     | 27/<br>08/<br>2026 | Individual           | Yes             | Open AI     |

## Professional practice: Persuasive communication

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

Indicative Time on Task <sup>2</sup>: 17.5 hours

Due: **15/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension <sup>3</sup>: No

AI Approach: Observed

The purpose of this assessment is to develop your ability to apply theories and concepts within an ethical context, enhancing your communication and collaboration skills, and increasing your disciplinary knowledge.

You will address ethical issues related to internationalisation, applying theory and models in order to propose recommendations in a clear and engaging presentation.

### Skills in focus:

- Discipline knowledge
- Communication skills
- Work readiness
- Global, ethical and environmental citizenship

**Deliverable(s):** 3-4min in person Q&A

Individual assessment

On successful completion you will be able to:

- Analyse and communicate the core principles of contemporary IB theory to international business development and practice as an individual and as part of a group.
- Critically analyse and integrate literature on international business to solve problems
- Evaluate international business decisions, systems and/or policies.

## Skills development: International market analysis

Assessment Type <sup>1</sup>: Problem-based task

Indicative Time on Task <sup>2</sup>: 17.5 hours

Due: **18/09/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension <sup>3</sup>: No

AI Approach: Open AI

The purpose of this assessment is to develop your ability to assess market implications & internationalisation considerations by applying international business concepts and models.

You will work in teams to investigate existing and potential external forces in different economic markets and evaluate and suggest internationalisation decisions for the allocated firm.

**Skills in focus:**

- Discipline knowledge
- Critical thinking and problem solving
- Collaboration and communication

**Deliverable(s):** Written report [max 3000 words]

Group assessment

On successful completion you will be able to:

- Identify the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Analyse and communicate the core principles of contemporary IB theory to international business development and practice as an individual and as part of a group.
- Critically analyse and integrate literature on international business to solve problems

## Skills development: Evaluating internationalisation opportunities

Assessment Type <sup>1</sup>: Practice-based task

Indicative Time on Task <sup>2</sup>: 15 hours

Due: **27/08/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension <sup>3</sup>: Yes

AI Approach: Open AI

The purpose of this assessment is to develop your ability to plan and assess market implications for internationalisation strategies.

You will investigate existing and potential external forces in different economic markets and evaluate potential internationalisation issues for the allocated firm.

**Skills in focus:**

- Discipline knowledge
- Critical thinking and problem solving
- Communication skills

**Deliverable(s):** Individual report [max. 700 words]

Individual assessment.

On successful completion you will be able to:

- Identify the complexity, challenges, opportunities, changes and contrasts of the international business environment.
- Analyse and communicate the core principles of contemporary IB theory to international business development and practice as an individual and as part of a group.
- Evaluate international business decisions, systems and/or policies.

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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
- [Academic Success](#) 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.

<sup>3</sup> An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

## Delivery and Resources

See 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 [connect.mq.edu.au](https://connect.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/>

## Academic Success

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

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.03 of the [Handbook](#)