



MGMT3001

Global Business Strategy

Session 2, Online-scheduled-weekday 2026

Department of Management

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General Information

Unit convenor and teaching staff

Unit convenor

Yue Wang

yue.wang@mq.edu.au

Contact via email

Room 642, 4 Eastern Road Macquarie University

4-5 pm Friday

Credit points

10

Prerequisites

130cp at 1000 level or above

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 Submission Penalties

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
Professional practice: Collaborative case analysis	30%	No	weekly in tutorial classes (week 8 to week 12)	Individual and Group	No	Observed
Skills development: Case study analysis	30%	No	08/10/2026	Individual	Yes	Open AI
Skills development: Problem solving analysis	40%	No	05/11/2026	Individual	Yes	Open AI

Professional practice: Collaborative case analysis

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **weekly in tutorial classes (week 8 to week 12)**

Weighting: **30%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to develop your ability to collaborate, research, and apply international business and strategy theories and frameworks to analyse complex organisational cases and recommend practical solutions.

You will work in a group to research an allocated case study, integrate evidence from academic and professional sources, and present your findings and recommendations during class.

Skills in focus:

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

Deliverable(s): Group presentation (35-45min max)

Individual and group assessment

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

Skills development: Case study analysis

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 15 hours

Due: **08/10/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to develop your ability to conduct independent research, integrate diverse sources, and critically apply theoretical frameworks to analyse complex business issues.

You will research a prescribed question by collecting and evaluating information from academic and professional sources such as journals, newspapers, and media outlets. Your analysis will draw on relevant concepts and frameworks from the unit to develop a clear, evidence-based argument.

Skills in focus:

- Critical thinking and problem solving
- Discipline knowledge.

Deliverable(s): Written essay [max 2000 words]

Individual assessment

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

Skills development: Problem solving analysis

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 20 hours

Due: **05/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to develop your ability to apply advanced international business theories and models to analyse and solve complex strategic problems in global contexts.

You will respond to a series of prescribed mini case studies or business scenarios that require theory-based reasoning and logical analysis, drawing on key theoretical concepts introduced in

the unit. You will evaluate challenges, propose practical recommendations, and justify your solutions using relevant frameworks.

Skills in focus:

- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Written analysis [max 2000 words]

Individual assessment

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

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
- [Academic Success](#) 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.

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

Delivery and Resources

No prescribed text

RECOMMENDED TEXT

- Besanko, D., Dranove, D., S. Schaefer, and M. Shanley, 2016. Economics of Strategy, 7th edition, New York: John Wiley & Sons, Inc. (or newer editions)
- Peng, M., 2022. Global Strategy, 5th edition, Cengage Learning. (or newer editions)

RECOMMENDED JOURNALS

- Journal of International Business Studies

- Journal of World Business
- Journal of International Management
- International Business Review
- Management International Review
- Asia Pacific Journal of Management
- Asian Business & Management
- Strategic Management Journal
- Global Strategy Journal

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 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/>

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.

Unit information based on version 2026.02 of the [Handbook](#)