



MGMT2002

International Business Operations

Session 2, Online-scheduled-weekday 2026

Department of Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Monica Ren

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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)

The following late penalty clause for written assignments should be inserted in this section.

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
Skills development: Assessing market opportunities	30%	No	08/09/2026	Individual	No	Open AI
Professional practice: Internationalisation strategy development	30%	No	20/10/2026	Group	No	Open AI
Skills development: Effective participation in organisational contexts	40%	No	27/10/2026	Individual	Yes	Open AI

Skills development: Assessing market opportunities

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **08/09/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is to develop your ability to apply international business theories and concepts, enhancing your communication skills and increasing your disciplinary knowledge.

You will analyse an allocated organization and propose a market opportunity assessment in a clear and engaging presentation.

Skills in focus:

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

Deliverable(s): Video presentation (max 5min) with accompanying slides and speakers' notes.

Individual assessment

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.

Professional practice: Internationalisation strategy development

Assessment Type ¹: Professional task

Indicative Time on Task ²: 12 hours

Due: **20/10/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is to develop your ability to assess geopolitical challenges & trade policy changes by applying international business concepts and models.

You will work in teams to investigate a firm's existing internationalization strategies, and evaluate and suggest a new potential internationalisation entry strategy for the allocated firm.

Skills in focus:

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

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

Group assessment

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.

Skills development: Effective participation in organisational contexts

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 30 hours

Due: **27/10/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to develop your ability to evaluate your professional contribution in team-based and discussion-based learning environments, similar to those found in international business and operations settings.

You will analyse your engagement with unit materials and tutorials, assess your contributions to group work and discussions, and evaluate how your actions supported or constrained collective outcomes. You will also identify key learning experiences from the unit, such as guest lectures or the use of digital tools, and explain how these experiences have shaped your understanding of effective collaboration and performance in international business operations. Your analysis will be supported by evidence and artefacts from your learning journey.

Skills in focus:

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

Deliverable(s): Written report [max 1500 words], excluding supporting materials and appendices.

Individual assessment

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.

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

- Delivery format / Learning activities: Please see iLearn for further information
- Required or Recommended textbooks: 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.s.mq.edu.au) (<https://policies.s.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.

Changes from Previous Offering

New in-class activities

Unit information based on version 2026.03 of the [Handbook](#)