



MGMT8004

International Business Strategy

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

4-5 Friday

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 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.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Persuasive communication	30%	No	weekly in seminars (week 6 to week 8 and week 10 to week 12)	Individual and Group	No	Observed
Skills development: International business strategy development and evaluation	30%	No	16/09/2026	Individual	Yes	Open AI
Skills Development: International business strategy analysis and assessment	40%	No	04/11/2026	Individual	Yes	Open AI

Professional practice: Persuasive communication

Assessment Type 1: Presentation task

Indicative Time on Task ²: 20 hours

Due: **weekly in seminars (week 6 to week 8 and week 10 to week 12)**

Weighting: **30%**

Groupwork/Individual: Individual and Group

Short extension ³: No

AI Approach: Observed

The purpose of this assessment is to enhance your analytical and presentation skills in the context of international business strategy.

You will work in groups to prepare and deliver a critical analysis for cases related to international business strategy. You will need to conduct additional research on the case and address the case questions by applying the theoretical concepts and frameworks introduced in the unit.

Skills in focus:

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

Deliverable(s): A group presentation (up to 45 mins).

Individual and group assessment

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.
- Prepare and deliver a critical analysis in oral presentation for cases related to international business strategy, both individually and in a team
- Demonstrate ability to participate in the discussion of the implications of key strategic management theories and concepts for international business

Skills development: International business strategy development and evaluation

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 20 hours

Due: **16/09/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to challenge you to identify and critically apply most relevant theoretical models and concepts learned in the unit to resolve strategic problems within an international business context.

You will be provided with specific business problems/ scenarios, and will need to provide your solutions, and/or recommendations by applying the most relevant theoretical models and concepts introduced in the unit.

Skills in focus:

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

Deliverable(s): Written problem solving analysis [max. 1500 words]

Individual assessment

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.

Skills Development: International business strategy analysis and assessment

Assessment Type ¹: Problem-based task

Indicative Time on Task ²: 30 hours

Due: **04/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is to provide you with an opportunity to apply most relevant theoretical models and concepts learned in the unit to analyse multiple cases with specific questions.

You will be provided with multiple case studies and will need to provide your answers by applying the most relevant theoretical models and concepts introduced in the unit.

Skills in focus:

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

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

Individual assessment

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.

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

The lectures are pre-recorded and will be made available on Ilearn every week.

Seminars are face-to-face and will start from week 1. Note that week 9 Monday is a public holiday and there will be no seminar.

There is no prescribed text. Recommended readings will be provided on iLearn and during the seminars.

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) (<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 2026.03 of the [Handbook](#)