



BUS 803

Globalisation and Value Chain Management

S2 Evening 2018

Archive (Pre-2019) - Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Brett White

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Contact via Email

E4A 223

Tuesdays 5pm-6pm

Unit Moderator

Yue Wang

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Credit points

4

Prerequisites

BUS651 or MKTG696

Corequisites

Co-badged status

Unit description

This unit examines the key issues currently facing all service and manufacturing organisations creating products across global markets. The primary aim of the unit is to illustrate the impact globalisation has on the value transformation process both within the organisation and across its value chain. The unit analyses in detail the link between globalisation and an organisation's competitive strategy, the management of its operations, the design of its products and processes, and the management of its supply chains, inventory and logistics.

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:

Critically analyse the concept of globalisation, its historical evolution and its current state.

Evaluate the value creation process in the context of sustainability considerations for the firm

Develop problem solving, communication and collaboration skills in order to make effective recommendations

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Group Presentation</u>	30%	No	Weeks 6- 13
<u>Individual Assignment</u>	40%	No	Week 8
<u>Individual Assessment</u>	30%	No	On-going

Group Presentation

Due: **Weeks 6- 13**

Weighting: **30%**

Due: Weeks 6-13

Weighting: 30%

There will be 3-4 groups for group presentations (subject to change depending on the number of students enrolled). From week 6 to week 13, each group will need to make a presentation in the seminar class, based on an allocated case study. The case reading material (on iLearn) provides only a basic background and case questions, students are expected to search additional and/or updated information (e.g. newspapers and other media outlets) relevant to their presentation topics. Students should introduce the case first and then analyse the case questions through reference to course material as well as additional research. The presentation should be about 30-40 minutes, depending on the number of students in the group and the number of questions for the case. Beyond addressing the case questions, students are encouraged to raise and/or solve additional research questions based on, for example, updated information about the case.

The presentation will be followed by questions from the class and discussions chaired by your lecturer.

Each group member is expected to participate in the presentation. Each group should determine the format of presentation and prepare powerpoint handouts for the audience. Student presentations will provide a focus for class discussion within these weeks' seminars - presentations must be engaging. Your lecturer/tutor will mark and comment on a marking sheet and return to you in the following week's class and will provide verbal feedback. Your mark will include the average mark from peer reviews provided by other groups.

You must clearly identify the structure of your presentation including which group member presents which particular component.

Components of this assessment: 15% group mark + 15% individual mark

This assessment is composed of two parts: a group mark on group presentation

performance (15%) and an individual mark on individual performance during the presentation (15%). While every group member will receive the same group mark for group presentation performance, it is possible that each member will receive a different individual mark (and hence different total mark for this assessment task) as a result of differential performance at individual level.

On your presentation day, each group **MUST** submit a Members' Contribution Report summarizing each member's contribution to the group project. A separate Group Project Guide on how to prepare for your group project presentation and members' contribution reports will be uploaded to iLearn and will be discussed in classes. The Guide also provides detailed marking criteria for group performance and individual performance.

Finally, your presentation will also be assessed by your peers (ie the other allocated groups in the class).

Late Submissions

NO extensions will be granted. Students who have not participated in group project presentation will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

This Assessment Task relates to the following Learning Outcomes:

- Evaluate the value creation process in the context of sustainability considerations for the firm
- Develop problem solving and communication skills in order make effective recommendations

On successful completion you will be able to:

- Evaluate the value creation process in the context of sustainability considerations for the firm
- Develop problem solving, communication and collaboration skills in order to make effective recommendations

Individual Assignment

Due: **Week 8**

Weighting: **40%**

Due: Week 8

Weighting 40%

For this Individual Assignment each student will need to prepare a 2,000 word (excluding bibliography) research essay on an allocated topic.

A separate individual assignment document detailing the topic, marking criteria and submission guidelines, will be uploaded to iLearn. Students should search for information relevant to the topic and analyse key issues with reference to concepts and frameworks introduced in this unit. Your lecturer will discuss some specific issues on assignment preparation during the semester and prior to the mid-session break.

Submission is via TURNITIN. A link will be available on the unit iLearn website.

THERE WILL BE A DEDUCTION OF 10% OF THE TOTAL AVAILABLE MARKS MADE FROM THE TOTAL AWARDED MARK FOR EACH 24 HOUR PERIOD OR PART THEREOF THAT THE SUBMISSION IS LATE (i.e. 25 HOURS LATE IN SUBMISSION - 20% PENALTY). THIS PENALTY DOES NOT APPLY FOR CASES IN WHICH AN APPLICATION FOR SPECIAL CONSIDERATION IS MADE AND APPROVED.

This Assessment Task relates to the following Learning Outcomes:

- Critically analyse the concept of globalisation, its historical evolution and its current state
- Evaluate the value creation process in the context of sustainability considerations for the firm
- Develop problem solving and communication skills in order make effective recommendations

On successful completion you will be able to:

- Critically analyse the concept of globalisation, its historical evolution and its current state.
- Evaluate the value creation process in the context of sustainability considerations for the firm
- Develop problem solving, communication and collaboration skills in order to make effective recommendations

Individual Assessment

Due: **On-going**

Weighting: **30%**

Due: On-going

Weighting: 30%

There will be ongoing in-class activities during the semester that will form part of this assessment.

These activities will include:

- a class test (to be held in Week 11 or 12) - 20%
- participation and feedback during the lectures and class presentations - 10%

Extensions

For the class test no extensions will be granted. Students who do not sit the test will be awarded a mark of 0 for the task, except for cases in which an application for Special Consideration is made and approved.

This Assessment Task relates to the following Learning Outcomes:

- Critically analyse the concept of globalisation, its historical evolution and its current state
- Evaluate the value creation process in the context of sustainability considerations for the firm

On successful completion you will be able to:

- Critically analyse the concept of globalisation, its historical evolution and its current state.
- Evaluate the value creation process in the context of sustainability considerations for the firm

Delivery and Resources

Classes

- 3 hours face to face lecture
- The timetable for classes can be found at: <http://www.timetables.mq.edu.au/>
- Lecture attendance is considered mandatory

Required and Recommended Texts and/or Materials

There is no prescribed textbook for this unit. In support of the lecture materials a selection of readings will be made available to the students on iLearn each week. These articles represent a starting point for reading and research for each lecture topic and will be provided in accordance with the lecture needs. You will need to consult additional reference material to satisfactorily complete the assignments due in this unit.

Participants will be expected to read widely and develop their general research skills (not just use the Internet). Many of the issues covered in the topics can be found in business or academic Journals, newspapers and or business periodicals such as the Asia Wall Street Journal, Far East Economic Review, Australian Financial Review, Business Review Weekly, Sydney Morning Herald, The Age, The Australian, etc. A good starting point to source articles is the reference section of relevant journal articles. Additional resources (including access to some of the above newspapers) are available at the library website <https://www.mq.edu.au/about/campus-services-and-facilities/library>

To complete the unit satisfactorily, you must achieve an overall score of 50 marks or more.

Technology Used and Required

Laptop and access to internet.

Unit Web Page

Course material is available on iLearn <https://ilearn.mq.edu.au>

Unit Schedule

Week	Week Commencing	Topic
1	Monday, 30 July 2018	Introduction to Globalisation Part 1
2	Monday, 6 August 2018	Introduction to Globalisation Part 2
3	Monday, 13 August 2018	Concept of Value

4	Monday, 20 August 2018	Generating Value in International Markets
5	Monday, 27 August 2018	The Global Location of Economic Activity
6	Monday, 3 September 2018	Challenges for Value Chain Mgt in Global Markets Part 1
7	Monday, 10 September 2018	Challenges for Value Chain Mgt in Global Markets Part 2
Mid-Semester Break 17 Septmber - 28 September		
8	Monday, 1 October 2018	Crafting the Value Proposition Part 1
9	Monday, 8 October 2018	Crafting the Value Proposition Part 2
10	Monday, 15 October 2018	Value Chain Management and International SMEs
11	Monday, 22 October 2018	Value Chain Management in Global Markets
12	Monday, 29 October 2018	Class Assessment
13	Monday, 5 November 2018	Revision and Overview

Learning and Teaching Activities

Overview

This unit will be taught via the participant-centred, experiential learning method of teaching. Experiential learning takes place when a person is involved in an activity, then looks back and evaluates it, determines what was useful or important to remember and uses this information to perform another activity. Students will participate in lectures, discussions, cases, video cases and experiential exercises in class. Students are advised to attend all lectures and participate in discussions, missing classes and not participating in discussions may affect your grades.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

Undergraduate students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/study/getting-started/student-conduct>

Results

Results shown in *iLearn*, 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 ask.mq.edu.au.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

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.

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Critically analyse the concept of globalisation, its historical evolution and its current state.
- Evaluate the value creation process in the context of sustainability considerations for the firm
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Assessment tasks

- Group Presentation
- Individual Assignment
- Individual Assessment

Learning and teaching activities

- This unit will be taught via the participant-centred, experiential learning method of teaching. Experiential learning takes place when a person is involved in an activity, then looks back and evaluates it, determines what was useful or important to remember and uses this information to perform another activity. Students will participate in lectures, discussions, cases, video cases and experiential exercises in class. Students are advised to attend all lectures and participate in discussions, missing classes and not participating in discussions may affect your grades.

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

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PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Critically analyse the concept of globalisation, its historical evolution and its current state.
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Changes from Previous Offering

There have been no changes from previous offering.