



BUS 301

Global Business Strategy

S1 Day 2019

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

Please view consultation hours via iLearn - <https://ilearn.mq.edu.au/login/>

Credit points

3

Prerequisites

6cp at 200 level or above including BUS202

Corequisites

3cp from BUS or BBA units at 300 level

Co-badged status

Unit description

This unit examines the key business policy decisions in managing an international business including: sources of competitive advantage in international competition; foreign market entry 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 improved understanding of the process of developing a strategy for an international business as well the key factors in the firm and its external environment that must be considered.

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:

Demonstrate understanding of key concepts and theories in global business strategy

Interpret, analyse, synthesise and evaluate a variety of theoretical concepts and viewpoints and apply them to solve key strategic issues in global business

Produce and deliver a persuasive analysis in reflective writing and oral presentation for cases/issues related to global business strategy, both individually and in a team

Assessment Tasks

| Name | Weighting | Hurdle | Due |
|---------------------------------------|-----------|--------|-------------------------------|
| Group presentation | 30% | No | Weeks 7-13 |
| Individual Assignment | 30% | No | Week 10 |
| Final Exam | 40% | No | University examination period |

Group presentation

Due: **Weeks 7-13**

Weighting: **30%**

Group Presentation Assessment Summary Task Description The presentation mark (30% of the subject total) is composed of two parts: a group mark (15%) and an individual mark (15%).

The group presentation requires students to search additional information (e.g. journals, newspapers and other media outlets) relevant to their presentation topics. 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 audience questions and discussions chaired by your tutor. **Type of Collaboration** Group

Submission Presentations in tutorial. **Format** Please refer to the [iLearn](#) Unit page. **Length**

35-45 minutes depending on the number of students in the group and the number of questions for the case **Inherent Task Requirements** None **Late Submission**

Students who failed to participate in the group presentations will receive a mark of zero. No extensions will be granted.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

On successful completion you will be able to:

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Individual Assignment

Due: **Week 10**

Weighting: **30%**

Individual Assignment Assessment Summary Task Description Each student will need to

prepare a written assignment essay on a case study. The assignment requires students to conduct original research, which involves the collection and analysis of information from a range of sources. Students should search information (e.g. from newspapers and other media outlets) relevant to the case and analyse the case through reference to concepts and frameworks introduced in the unit. **Type of Collaboration** Individual **Submission** Please Submit Via Turnitin Link on [iLearn](#). **Format** Please refer to the [iLearn](#) Unit page **Length** 2000 words **Inherent Task Requirements** None **Late Submission**

No extensions will be granted. There will be a deduction of 10% of the total available marks made for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission incurs a 20% deduction). Late submissions will be accepted up to 96 hours after the due date and time.

This penalty does not apply for cases in which an application for [Special Consideration](#) is made and approved. Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

On successful completion you will be able to:

- Interpret, analyse, synthesise and evaluate a variety of theoretical concepts and viewpoints and apply them to solve key strategic issues in global business
- Produce and deliver a persuasive analysis in reflective writing and oral presentation for cases/issues related to global business strategy, both individually and in a team

Final Exam

Due: **University examination period**

Weighting: **40%**

Final Exam Assessment Summary Task Description A final examination is included as an assessment task for this unit to provide assurance that the product belongs to the student and the student has attained the knowledge and skills tested in the exam. **Type of Collaboration** Individual **Submission** You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. **Format** Please refer to the [iLearn](#) Unit page **Length** 3 hours **Inherent Task Requirements** None **Late Submission** Please see [Assessment Policy Schedule 4](#).

The only exception to not sitting an examination at the designated time in the University Examination Timetable is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for special consideration. This penalty does not apply for cases in which an application for Special Consideration is made and approved. Note: applications for Special Consideration Policy must be made within 5 (five) business days of the due date and time.

On successful completion you will be able to:

- Demonstrate understanding of key concepts and theories in global business strategy
- Interpret, analyse, synthesise and evaluate a variety of theoretical concepts and

viewpoints and apply them to solve key strategic issues in global business

Delivery and Resources

| | |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Required text | There is no prescribed textbook for the unit. But students MUST purchase Unit Reader from the university bookshop. Throughout this course students are expected to read all materials in the Unit Reader. |
| Unit web page | The web page for this unit can be found at: https://ilearn.mq.edu.au/login/ |
| Technology Used and Required | Students are required to use iLearn, word processing, Turnitin, and powerpoint for presentation. |
| Delivery Format and Other Details | <ul style="list-style-type: none"> Number and length of classes: 1 x 2 hour lecture and 1 x 1 hour tutorial, i.e. 3 hours face to face per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s) Tutorials will commence in Week 2 The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/ |
| Recommended readings | <ul style="list-style-type: none"> Besanko, D., Dranove, D., S. Schaefer, and M. Shanley, 2016. Economics of Strategy, 7th edition, New York: John Wiley & Sons, Inc. (or earlier editions) Peng, M., 2017. Global Strategy, 4th edition, Cengage Learning. (or earlier editions) <p>Recommended journals and periodicals</p> <ul style="list-style-type: none"> The Economist: http://www.economist.com Far Eastern Economic Review: http://www.feer.com/ Harvard Business Review: http://www.hbr.com Journal of International Business Studies: http://www.jibs.net/ Management International Review: http://link.springer.com/journal/11575 Journal of International Management: http://www.journals.elsevier.com/journal-of-international-management/ |

Unit Schedule

| Week | Lecture Topic | Tutorial Activities |
|------|---------------------------------------------|-----------------------------------------|
| 1 | Introduction | No tutorial |
| 2 | Competitive Advantages in IB | Forming groups and Discussion questions |
| 3 | Strategic organisation of IB Activities (1) | Discussion questions |
| 4 | Strategic organisation of IB Activities (2) | Discussion questions |
| 5 | IT and IB Strategy | Discussion questions |
| 6 | Managing internationalisation process | Discussion questions |
| 7 | Guest Lecture | Group 1 presentation |

| | | |
|----|-------------------------------------------------|----------------------|
| - | Mid Session Break | |
| 8 | MNE strategies, structures and subsidiary roles | Group 2 presentation |
| 9 | MNE Corporate-level strategic planning tools | Group 3 presentation |
| 10 | MNE Business-level strategic planning tools | Group 4 presentation |
| 11 | International corporate governance | Group 5 presentation |
| 12 | International business ethics | Group 6 presentation |
| 13 | Course review | Group 7 presentation |

N.B. This unit schedule is subject to change; a separate handout will be distributed in the first tutorial in week 2, detailing the discussion questions and case studies for group presentations

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](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>).

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 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 ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@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

If you are a Global MBA student contact globalmba.support@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

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge,

scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcomes

- Demonstrate understanding of key concepts and theories in global business strategy
- Interpret, analyse, synthesise and evaluate a variety of theoretical concepts and viewpoints and apply them to solve key strategic issues in global business
- Produce and deliver a persuasive analysis in reflective writing and oral presentation for cases/issues related to global business strategy, both individually and in a team

Assessment tasks

- Group presentation
- Individual Assignment
- Final Exam

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

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- Interpret, analyse, synthesise and evaluate a variety of theoretical concepts and viewpoints and apply them to solve key strategic issues in global business
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Assessment tasks

- Group presentation
- Individual Assignment
- Final Exam

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- Interpret, analyse, synthesise and evaluate a variety of theoretical concepts and viewpoints and apply them to solve key strategic issues in global business
- Produce and deliver a persuasive analysis in reflective writing and oral presentation for cases/issues related to global business strategy, both individually and in a team

Assessment tasks

- Group presentation
- Individual Assignment

Research & Practice, Global & Sustainability

The research used in the unit:

The group presentation requires students to search additional information (e.g. newspapers and other media outlets) relevant to their presentation topics

The assignment requires students to conduct original research on a case study, which involves the collection and analysis of information from a range of sources including academic journals, business magazines, newspapers and other media outlets.

The global contexts:

The unit introduces most prominent theories in the disciplines of International Business and Strategy and offers students opportunities to apply the disciplinary knowledge in the context of global business environment through for example completing an assignment on a case study related to a multinational company's global strategies.

The sustainability contexts:

The unit introduces well-established theories and cutting-edge debates related to international corporate governance and business ethics that have important implications for corporate and societal sustainability.