BUS 804
International Business Strategy
S1 External 2019
Department of Management

Contents

General Information 2
Learning Outcomes 2
Assessment Tasks 3
Delivery and Resources 4
Unit Schedule 5
Policies and Procedures 7
Graduate Capabilities 8
Changes from Previous Offering 10
Research and Practice 10

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https://unitguides.mq.edu.au/unit_offerings/97160/unit_guide/print
General Information

Unit convenor and teaching staff
Unit Convenor & Lecturer
Yue Wang
yue.wang@mq.edu.au
Contact via Email
Please view consultation hours via iLearn - https://ilearn.mq.edu.au/login/

Credit points
4

Prerequisites
(BUS651 or ECON649 or MKTG696) and 16cp at 800 level or above

Corequisites

Co-badged status

Unit description
This unit draws upon concepts from interdisciplinary sources as well as practical industry and firm-level case studies in order to examine various issues relevant to conducting business across national borders. It will introduce students to vital matters in strategic decision making by providing insights on the practices and policies used by competing businesses worldwide for developing strategies for competitive advantage. Specifically this Unit explores the challenges, dynamics and processes involved in managing a multi-national company. Concepts developed in the unit will be applied to the solution of 'real world' problems through the use of the latest 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://students.mq.edu.au/important-dates

Learning Outcomes

1. Develop a deep understanding of the key theories and concepts in strategic management and their implications for international business
2. Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business
3. Develop capabilities to make effective recommendations for successful strategy implementation
Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
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<tbody>
<tr>
<td>Report-Case Study</td>
<td>50%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Essay-Literature Review</td>
<td>50%</td>
<td>No</td>
<td>Week 13</td>
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</tbody>
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Report-Case Study

Due: **Week 8**
Weighting: **50%**

**Task Description**
The assignment requires students to conduct original research, which involves the collection and analysis of information from a range of sources, including academic journals, business magazines, newspapers and other media outlets. Students should search the information (e.g. newspapers and other media outlets) relevant to the case and analyse the case questions 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**
2,000 word (excluding bibliography)

**Inherent Task Requirements**
None

**Late Submission**
Late tasks must also be submitted through Turnitin. No extensions will be granted. There will be a deduction of 10% made from the total available marks 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.

This Assessment Task relates to the following Learning Outcomes:
- Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business
- Develop capabilities to make effective recommendations for successful strategy implementation

Essay-Literature Review

Due: **Week 13**
Weighting: **50%**
Task Description: The assignment requires students to conduct original research, which involves the search, review and critique of the relevant articles from a range of academic journals. To provide a rigorous review and critique, you are expected to read widely and incorporate at least 20 different references from academic articles.

Type of Collaboration: Individual

Submission: Please Submit Via Turnitin Link on iLearn

Format: Please refer to the iLearn Unit page

Length: 3,000 word (excluding bibliography)

Inherent Task Requirements: None

Late Submission: Late tasks must also be submitted through Turnitin. No extensions will be granted. There will be a deduction of 10% made from the total available marks 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.

This Assessment Task relates to the following Learning Outcomes:
- Develop a deep understanding of the key theories and concepts in strategic management and their implications for international business

Delivery and Resources

Required Text: There is No prescribed textbook for the unit, references for weekly readings will be provided on iLearn. Throughout this course students are expected to search and read all materials in the weekly readings and additional reading material provided.

Unit Web page: The web page for this unit can be found at: https://ilearn.mq.edu.au/login/

Technology Used and Required: Students will need to be familiar with a web browser to access the unit web page.

Delivery Format and Other Details: This is an online unit. Students can access all teaching material through iLearn. Videos for weekly lectures and readings will be uploaded to iLearn as well as Assignment Submission Guide documents.
- The timetable for classes can be found on the University web site https://timetables.mq.edu.au/
# Recommended Readings

**Recommended books:**

**Recommended journals and periodicals:**
- Journal of International Business Studies: http://www.jibs.net/

## Unit Schedule

<table>
<thead>
<tr>
<th>Topic</th>
<th>Key readings</th>
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<tr>
<td>5. Firm boundary: export vs. FDI</td>
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<tr>
<th>6. Firm boundary: tapered integration and relational contracts</th>
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<th>7. IT and IB strategy</th>
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<th>8. Alternative routes to internationalization</th>
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<th>9. MNE strategy, structure, and subsidiary roles</th>
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<th>10. Global sourcing and operations management</th>
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11. Emerging markets and The ‘new’ global players - emerging market MNEs


12. Global services and service firm international strategies


13 Revision and review

- No readings

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**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). 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). 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).
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](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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](http://students.mq.edu.au/support/)

Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://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 Enquiry Service

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

Equity 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.

IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/](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**

- Develop a deep understanding of the key theories and concepts in strategic management and their implications for international business
- Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business
- Develop capabilities to make effective recommendations for successful strategy implementation

**Assessment tasks**

- Report-Case Study
- Essay-Literature Review

**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**

- Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business
- Develop capabilities to make effective recommendations for successful strategy implementation

**Assessment tasks**

- Report-Case Study
- Essay-Literature Review

**PG - Research and Problem Solving Capability**

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:
Learning outcomes

- Critically apply relevant theories, concepts and techniques to analyse strategic issues in international business
- Develop capabilities to make effective recommendations for successful strategy implementation

Assessment tasks

- Report-Case Study
- Essay-Literature Review

Changes from Previous Offering

Readings updated; New assignments

Research and Practice

Useful resources are listed below:

ACADEMIC JOURNALS

There is a range of journals in the fields of international business and strategy. The titles below are indicative only of such publications. Most are available on the library databases:

- Academy of Management Review
- Asia Pacific Journal of Management
- Cross Cultural Management
- International Business Review
- Global Strategy
- Journal of International Business Studies
- Journal of International Management
- Journal of World Business
- Management International Review
- Strategic Management Journal
- Thunderbird International Business Review

PERIODICALS

There is a range of periodicals in the fields of international business and management. The titles below are indicative only of such publications:

- Business Week (Asian edition)
- Harvard Business Review
• The Wall Street Journal
• The Economist

WEBSITES

• Department of Foreign Affairs and Trade: http://www.dfat.gov.au/
• World Trade Organisation: http://www.wto.org/
• International Monetary Fund: http://www.imf.org/
• The World Bank: http://www.worldbank.org/
• UNCTAD-United Nationals Conference on Trade and Development: http://www.unctad.org
• International Trade Centre: http://www.intracen.org/
• International business news:
  • orthodox views:
    • The Economist - http://www.economist.com (some parts available only on subscription)
  • alternative views:
    • Green Left Weekly - http://www.greenleft.org.au
    • New Internationalist - http://www.newint.org