



BUS 803

Globalisation and Value Chain Management

S2 Evening 2019

Department of Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Brett White

brett.white@mq.edu.au

Contact via Email

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

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.

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

Design appropriate and well considered solutions to a real-world case.

Assessment Tasks

Name	Weighting	Hurdle	Due
Group Presentation	40%	No	Weeks 3-13
Essay	40%	No	Week 9
Essay	20%	No	Week 13

Group Presentation

Due: **Weeks 3-13**

Weighting: **40%**

Group Presentation Assessment Summary Task Description This assessment will require student to form groups of 3-4 (max.) and prepare an online presentation (using Adobe Spark) analysing an allocated case study. This assessment is composed of an online presentation; a 1000-word case analysis summary; and participation in online forums. The presentation and case analysis is a group mark worth 20% and the participation in online forums is worth 20%. Each group will be given a case study on which to base their work. Students are required to provide commentary on the presentations of other groups using the relevant forums on iLearn. Further details will be given on iLearn and in class. **Type of Collaboration** Group **Submission** Please Submit Via Turnitin Link on [iLearn](#). Online Presentations commencing in Week 3 and concluding in Week 13. **Format** Please refer to the assessment guide on the [iLearn](#) Unit page **Length** Presentations will be no longer than 12 minutes with a written analysis of no longer than 1,000 words (excl references) **Inherent Task Requirements** None **Late Submission** No extensions will be granted. Students who have not participated in group presentation will be awarded a **mark of 0** for the task.

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:

- Evaluate the value creation process in the context of sustainability considerations for the firm
- Design appropriate and well considered solutions to a real-world case.

Essay

Due: **Week 9**

Weighting: **40%**

Essay Assessment Summary Task Description For this individual assignment each student will need to prepare a research essay on an allocated topic. Students should search for information relevant to the topic and analyse key issues with reference to concepts and frameworks introduced in this 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.

On successful completion you will be able to:

- Critically analyse the concept of globalisation.
- Evaluate the value creation process in the context of sustainability considerations for the firm
- Design appropriate and well considered solutions to a real-world case.

Essay

Due: **Week 13**

Weighting: **20%**

Essay Assessment Summary Task Description

For this assessment, students are required to submit an essay response to an allocated question.

Type of Collaboration Individual **Submission** Please refer to the [iLearn](#) Unit page. **Format** Please refer to the [iLearn](#) Unit page. **Length** 1,200 words **Inherent Task Requirements** None **Late Submission**

No extensions will be granted. Students who do not submit the essay will be awarded a mark of **Zero (0)** for the task.

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:

- Critically analyse the concept of globalisation.

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

Delivery and Resources

Required text	<ul style="list-style-type: none"> • 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. • Three Harvard Business Case Studies will be used during the semester as a basis for discussion. These are available on iLearn. • You will need to consult additional reference material to satisfactorily complete the assignments due in this unit.
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 and Adobe Spark.
Delivery Format and Other Details	<ul style="list-style-type: none"> • Number and length of classes: 1 x 3 hour lecture per week unless indicated otherwise in the lecture schedule. Classes may vary due to public holiday(s) • 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"> • 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

Unit Schedule

Week	Topic
1	Introduction - What is Globalisation Part 1 <ul style="list-style-type: none"> • Historical evolution • Key concepts of globalisation
2	What is Globalisation Part 2 <ul style="list-style-type: none"> • Key features of its recent history

3	<p>The Concept of Value</p> <ul style="list-style-type: none"> • Value defined • How is value measured? • The value chain • Value 'creation' and value 'adding' within the firm <p>Case Study 1 – The Levendary Café: The China Challenge (HBR)</p>
4	<p>Generating Value in International Markets</p> <ul style="list-style-type: none"> • The impact of globalisation on value creation • The impact of globalisation on the value chain <p>Case Study 1 – The Levendary Café: The China Challenge (HBR)</p>
5	<p>The Global Location of Economic Activity</p> <ul style="list-style-type: none"> • The concept of the 'global factory' <p>Case Study 2 – Ikea's Global Sourcing Challenge: Indian Rugs and Child Labor (HBR)</p>
6	<p>Challenges for Value Chain Management in Global Markets Part 1</p> <ul style="list-style-type: none"> • The cultural dimension <p>Case Study 2 – Ikea's Global Sourcing Challenge: Indian Rugs and Child Labor (HBR)</p>
7	<p>Challenges for Value Chain Management in Global Markets Part 2</p> <ul style="list-style-type: none"> • Managing the cultural dimension
<p>Mid-Semester Break</p>	
8	<p>Crafting the Value Proposition Part 1</p> <ul style="list-style-type: none"> • Value creation and capture in 'action' <p>Case Study 3 – The Rise of China (HBR)</p>
9	<p>Crafting the Value Proposition Part 2</p> <ul style="list-style-type: none"> • Value creation and capture in 'action' <p>Case Study 3 – The Rise of China (HBR)</p>
10	<p>Value Chain Management and the Internationalisation of Small to Medium Size Enterprises (SMEs)</p> <p>Case Study 3 – The Rise of China (HBR)</p>
11	<p>Value Chain Management in Global Markets - Managing Sustainability</p>
12	<p>Class Assessment - In Class Test/Case Discussions</p>
13	<p>Revision and Overview</p>

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 \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](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

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

- Design appropriate and well considered solutions to a real-world case.

Assessment tasks

- Group Presentation
- Essay
- Essay

Learning and teaching activities

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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.

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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

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Changes from Previous Offering

Presentations are now presented online (via iLearn) using Adobe Spark. Harvard Business Case Studies have also been added. There are no other changes.