

Course Outline

Code: IBS321

Title: International Business Strategy

School:	Business
Teaching Session:	Semester 2
Year:	2019
Course Coordinator:	Dr Peter Blanchard
Course Moderator:	Dr Peter Jenner

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1 Description

The aim of this unit is to focus on the implementation of corporate international business strategy and policy for global success in large multinational companies and in small and medium sized enterprise. As one of the capstone units in the International Business major, it is designed to build upon the knowledge base of previous units, introducing students to the strategic international business and management strategies taken by firms, and to expose students to the strategic choices with which international business manager's face in the international environment.

1.2 Field trips, WIL placements or activities required by professional accreditation

N/A

2. What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Creatively apply selected international business strategy concepts to the challenges that managers face in the domestic and global business arena.	1, 2 and 3	Creative and critical thinkers.
Identify and explain the key international business strategy concepts that specifically relate to multi-national enterprise (MNE) firm strategy.	1, 2 and 3	Empowered. Creative and critical thinkers.
Identify and appraise the commercial conditions and performance of particular businesses in industries where MNEs and SMEs exist.	1, 2 and 3	Empowered. Creative and Critical thinkers.
Demonstrate an understanding of effectively managing and working in a business context	1	Collaboration
Demonstrate effective oral communication skills in a business context.	1	Communication

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of “pre-requisites, co-requisites and anti-requisites”.

5.1 Enrolment restrictions

Nil

5.2 Pre-requisites

BUS104 or IBS210

5.3 Co-requisites

Nil

5.4 Anti-requisites

Nil

5.5 Specific assumed prior knowledge and skills (where applicable)

N/A

6. How am I going to be assessed?

6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress

The assessments are spread across the semester with the first assessment task due in Week 5. Feedback will be provided in weeks 2-5 to assist students to prepare their first Assessment Task.

6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Oral, and Written Piece	Group	20%	20-minute presentation including Q & A (5 minutes per person)	Weeks 5	In Class
2	Report	Individual	40%	2,000 words	Week 9	Online Assignment Submission with Plagiarism check
3	Examination	Individual	40%	2 hours	Central examination period	Exam Venue
			100%			

Assessment Task 1: International strategy issues presentation

Goal:	To demonstrate your understanding and insight of key international business strategy issues and concepts.
Product:	Oral and Written Piece
Format:	<p>You are the International Strategy Manager for a medium sized manufacturer/service supplier seeking to enter an overseas market. You have 3 employees assigned to you to assist in the development of the strategy. The CEO has asked that your team make an oral presentation to the Executive Management team in 5 weeks' time. The presentation, which is to include relevant PowerPoint slides, is to identify the target product and target market and the issues the company needs to address successfully to develop and execute the strategy. The CEO has specifically asked for your team to highlight the key issues the company has to address and an indication of how you propose to address those issues.</p> <p>This is a group and individual assessment Your contribution to the group task will be evaluated on the basis of self and peer assessment, contribution to the group presentation, and evidence of engagement in group processes.</p> <p>The presentation should be no more than 20 minutes in length with each member of the group allocated 5 minutes including questions and answers.</p> <p>This task is being used for measuring assurance of learning towards Association to Advance Collegiate Schools of Business (AACSB) accreditation. The following Program Learning Objective will be assessed: Program Learning Objective 1.2 - Demonstrate effective oral communication skills in a business context. Further details are provided on Blackboard.</p>
Criteria:	<ul style="list-style-type: none"> • Insight and understanding (depth and breadth) of the international business concepts. • Engagement and response to the audience • Structure of the presentation • Clarity, logic and flow of arguments and conclusions developed and presented • Use of appropriate verbal and non-verbal communication • Use of appropriate visual aids • Use of effective time management • Use of relevant research materials • Demonstrated understanding of effectively managing and working in teams in a business context.

Assessment Task 2: International Strategy

Goal:	To demonstrate knowledge of international business strategy issues and ability to conduct in-depth research and analysis of those issues.
Product:	Report
Format:	<p>This is an individual assignment.</p> <p>Following on from your presentation to the Executive Management Team in Assessment Task 1, the CEO has asked for a report following up on several key issues.</p> <p>You are required to prepare a report of no more than 2,000 words (focusing on two of the following issues).</p> <p>The eight items the CEO wishes your team as a whole to comment on include cultural management, legal issues, pricing, distribution, packaging, communication strategy, any potential regulatory or political issues, preferred go-to-market strategy, and launch ideas and concepts.</p> <p>Each member of the team is required to address two of the issues.</p>
Criteria:	<ul style="list-style-type: none"> • Demonstrated understanding of key concepts of international business strategy • Application of relevant theory and research • Critical analysis of key international business strategies and applications • Communication and presentation

Assessment Task 3: Final examination

Goal:	To demonstrate understanding and application of international business theories and conceptual frameworks.
Product:	Examination
Format:	<p>The format of the final exam will be a combination of a case study and essay questions. This is an individual assessment.</p> <p>Further details are provided on Blackboard</p>
Criteria:	<ul style="list-style-type: none"> • Demonstrated understanding of key concepts of international business strategy • Application of relevant course concepts • Critical analysis of key international business strategies and applications

7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location:
On campus	Lecture (2 hours) Tutorial (1 hour)

8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

8.1 Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below as they are required:

Author	Year	Title	Publisher
Peng, M.W.	2017, 4 th edn	<i>Global Strategy</i>	South-Western Cengage Learning
Access to any additional readings will be provided on Blackboard.			

8.2 Specific requirements

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.6 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au

Appendix 1 Course content

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components
1	Strategizing around the globe	Lecture. No tutorial
2	Emphasizing Institutions, Cultures, and Ethics	Lecture and tutorial
3	Managing Industry Competition	Lecture and tutorial
4	Leveraging Resources and Capabilities	Lecture and tutorial
5	Growing and Internationalizing the Entrepreneurial Firm	Lecture and tutorial
6	Entering foreign markets	Lecture and tutorial
7	Making Strategic Alliances and Networks Work	Lecture and tutorial
8	Managing Global Competitive Dynamics	Lecture and tutorial
9	Diversifying and Managing Acquisitions Globally	Lecture and tutorial
10	Strategizing, Structuring, and Learning Around the World	Lecture and no tutorial
11	Governing the Corporation Around the World	Lecture and tutorial
12	Strategizing with Corporate Social Responsibility	Lecture and tutorial
13	Review	Lecture and no tutorial

Please note that the course activities may be subject to variation.

Mid Semester Break:

30th September 2019-6th October 2019 (Between Week 10 and Week 11)

Public Holidays

Queen's Birthday- Monday 7th October (Week11)