

## Course Outline

**Code: IBS321**

### **Title: International Business Strategy**

<b>School:</b>	Business
<b>Teaching Session:</b>	Semester 2
<b>Year:</b>	2020
<b>Course Coordinator:</b>	Dr Preston Teeter
<b>Course Moderator:</b>	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?

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> 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	Individual	20%	3-minute presentation; 1,000-word report	Week 5	Online Assignment Submission with Plagiarism check
2	Report	Individual	40%	2,000 words	Week 9	Online Assignment Submission with Plagiarism check
3	Examination	Individual	40%	2 hours	Central examination period	Online Assignment Submission with Plagiarism check
			100%			

#### Assessment Task 1: International strategy issues presentation

<b>Goal:</b>	To demonstrate your understanding and insight of key international business strategy issues and concepts.
<b>Product:</b>	Oral and Written Piece
<b>Format:</b>	<p>You are to select an Australian company of your choice that has significant operations overseas. For that company, put yourself in the shoes of upper level management and select two issues concerning international operations and expansion that you feel are critical at this point in time. Ensure that these issues are related to content covered in the first four weeks of class. Each issue will require a clear discussion and your proposed solution.</p> <p>A detailed task description and rubric is provided on Blackboard.</p> <p>This is an individual assessment</p> <p>Please limit your presentation to 3 minutes and your written report to 1,000 words.</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.</p> <p>Further details are provided on Blackboard.</p>
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Insight and understanding (depth and breadth) of the international business concepts.</li> <li>• Engagement and response to the audience</li> <li>• Structure of the presentation</li> <li>• Clarity, logic and flow of arguments and conclusions developed and presented</li> <li>• Use of appropriate verbal and non-verbal communication</li> <li>• Use of appropriate visual aids</li> <li>• Use of effective time management</li> <li>• Use of relevant research materials</li> <li>• Demonstrated understanding of effectively managing and working in teams in a business context.</li> </ul>

### Assessment Task 2: International strategy report

<b>Goal:</b>	To demonstrate knowledge of international business strategy issues and ability to conduct in-depth research and analysis of those issues.
<b>Product:</b>	Report
<b>Format:</b>	This is an individual assignment. You are now to select a multinational enterprise of any origin/host country other than Australia. For that company, you are to write up a report of no more than 2,000 words that covers in depth the issues discussed in weeks 5 through 8. You will need to create a clear structure and relate each item to the theories and cases discussed in lecture and tutorial. A detailed description and rubric are provided on Blackboard.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Demonstrated understanding of key concepts of international business strategy</li> <li>• Application of relevant theory and research</li> <li>• Critical analysis of key international business strategies and applications</li> <li>• Communication and presentation</li> </ul>

### Assessment Task 3: Final examination

<b>Goal:</b>	To demonstrate understanding and application of international business theories and conceptual frameworks.
<b>Product:</b>	Examination
<b>Format:</b>	Exam format will be short answer questions. This is an individual assessment. Further details are provided on Blackboard
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Demonstrated understanding of key concepts of international business strategy</li> <li>• Application of relevant course concepts</li> <li>• Critical analysis of key international business strategies and applications</li> </ul>

## 7. Directed study hours

This course will be delivered via technology-enabled learning and teaching. All lectures will remain in this mode for Semester 2 2020.

When government guidelines allow, students that elected on-campus study via the class selection process will be advised when on campus tutorials and practical sessions will resume.

Student workload is calculated at 12.5 learning hours per one unit.

Each week:

- 1 hour on-line lecture
- 1 hour interactive tutorial
- 1 hour digital content
- 9.5 hours independent study (including assessment work)

## 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
Lasserre, P.	2017, 4 <sup>th</sup> edn	<i>Global Strategic Management</i>	Macmillan Education UK
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](mailto:studentcentral@usc.edu.au)

#### 10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

#### 10.6 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>

#### 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** – Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **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

**Appendix 1 Course content**

<b>Week # / Module #</b>	<b>What key concepts/content will I learn?</b>	<b>Directed Study Activities: teaching components</b>
1	Globalisation of competition	Online Lecture
2	The emerging global environment	Online Lecture Online Tutorial
3	Sustainable development and social responsibility for global companies	Online Lecture Online Tutorial
4	Designing a global strategy	Online Lecture Online Tutorial
5	Country attractiveness and entry strategies	Online Lecture
6	Global strategic alliances	Online Lecture Online Tutorial
7	Global mergers and acquisitions	Online Lecture Online Tutorial
8	Global marketing and operations	Online Lecture Online Tutorial
9	Global innovation	Online Lecture Online Tutorial
10	Global financial management	Online Lecture Online Tutorial
11	Global human resource management	Online Lecture Online Tutorial
12	Current and future trends in globalisation	Online Lecture Online Tutorial
13	Review	No Lecture and no tutorial

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

**Mid Semester Break:**

28<sup>th</sup> September 2020-4<sup>th</sup> October 2020 (Between Week 10 and Week 11)

**Public Holidays**

Queen's Birthday - Monday 5<sup>th</sup> Oct 2020 (Week 11)