

Course Outline

Code: MGT704

Title: Global Business Management

School:	Business
Teaching Session:	Session 6
Year:	2020
Course Coordinator:	Dr Wayne Graham
Course Moderator:	Dr Preston Teeter

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

Managers need to understand the factors contributing to the diverse and complex international business environment because all companies, domestic or multi-national, are influenced by forces of globalization. This course teaches you how to evaluate competitive issues that affect firms competing internationally as they expand offshore or face non-domestic competitors at home base. It addresses the influence of global competitive forces and the resources needed to compete effectively in global markets and you will learn to develop identify opportunities for competing internationally.

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

N/A

2. What level is this course?

700 level Specialised - Demonstrating a specialised body of knowledge and set of skills for professional practice or further learning. Advanced application of knowledge and skills in unfamiliar contexts.

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:
Identify strategies for competing internationally adopted by organisations, drawing on relevant sources of information.	1 and 2	Knowledgeable.
Analyse international strategies of firms drawing on current theories and concepts in the field.	1 and 2	Creative and critical thinkers. Engaged.
Evaluate opportunities for competing internationally, drawing on current theories and concepts in the field.	1 and 2	Creative and critical thinkers. Empowered.

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

Must be enrolled in a Postgraduate program.

5.2 Pre-requisites

Nil

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

6.2 Details of early feedback on progress

Formative feedback will be provided each week using multiple methods relating to weekly topics.

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	Report	Individual	40%	2,000 words	Week 4, Thursday, 11:59pm (AEST)	Online Assignment Submission with Plagiarism check
2	Report	Individual	60%	3,000 words	Week 7, Thursday, 11:59pm (AEST)	Online Assignment Submission with Plagiarism check
			100%			

Assessment Task 1: Business Level Cross-Border Strategy Report

Goal:	You will identify and evaluate strategies adopted by a firm to pursue an international growth opportunity related to business level strategies.
Product:	Report
Format:	The assignment should be submitted as a business report of 2,000 words. You prepare this report individually. Select relevant frameworks of analysis to demonstrate your knowledge of a firm's cross-border business level strategy. Additional information regarding assessment structure and formatting will be provided on Blackboard.
Criteria:	<ul style="list-style-type: none"> Quality of analysis through knowledge and application of relevant frameworks and concepts. Quality of argument including data to support claims. Communication and presentation

Assessment Task 2: Corporate Level Cross-Border Strategy Report

Goal:	You will identify and evaluate strategies adopted by a firm to pursue an international growth opportunity related to corporate level strategies.
Product:	Report
Format:	The assignment should be submitted as a business report of 3,000 words. You prepare this report individually. Select relevant frameworks of analysis to demonstrate your knowledge of a firm's cross-border corporate level strategy. Additional information regarding assessment structure and formatting will be provided on Blackboard
Criteria:	<ul style="list-style-type: none"> Quality of analysis through knowledge and application of relevant frameworks and concepts. Quality of argument including data to support claims. Communication and presentation

7. Directed study hours

A 12-unit course will have a total of 150 learning hours which will include directed study hours, independent learning and completion of assessable tasks. Total student workload is calculated at 12.5 learning hours per one unit. This will consist 2 hours of interactive Zoom sessions for each module plus 1 hour of digital learning material per module. This will occur twice weekly. An additional 19 hours of independent study on average per teaching week (including online learning guide, recorded lecture topics, embedded digital content, course readings and development of assessment items) is required.

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	2017, 4 th ed.	Global Strategy	Cengage Learning (digital version – details available on Blackboard course site)
A set of weekly readings will be provided on Blackboard			

8.2 Specific requirements

N/A

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:

- The final mark is in the percentage range 47% to 49.4%
- The course is graded using the Standard Grading scale
- 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 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 or 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

Course Outline: MGT704 Global Business Management

- **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

Week # / Module #	What key concepts/content will I learn?	Directed Study Activities: teaching components
1 /1	Strategising in a global context	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
1 /2	Resource-based and market-based considerations	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
2 /3	Cross-border institutions, cultures and ethics	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
2 /4	Cross-border strategic entrepreneurship	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
3 /5	Entering foreign markets	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
3 /6	Strategic alliances and networks	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
4 /7	Managing competitive dynamics in a global context	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
4 /8	Diversification strategies, mergers and acquisitions	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
5 /9	Cross-border structuring, innovation and learning	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
5 /10	Governance in a global context	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
6 /11	Strategising with corporate social responsibility	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.
6 /12	Course Review	Online Zoom session, plus self-paced study of online learning guide, recorded lecture topics, embedded digital content, course readings.

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

Public Holidays

Queen's Birthday - Monday 5th October 2020 (Week 8)