



## UNSW Course Outline

# MGMT5603 Global Business Strategy - 2024

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## General Course Information

**Course Code :** MGMT5603

**Year :** 2024

**Term :** Term 1

**Teaching Period :** T1

**Is a multi-term course? :** No

**Faculty :** UNSW Business School

**Academic Unit :** School of Management and Governance

**Delivery Mode :** In Person

**Delivery Format :** Standard

**Delivery Location :** Kensington

**Campus :** Sydney

**Study Level :** Postgraduate

**Units of Credit :** 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Global Business Strategy and Management introduces a set of contemporary strategy concepts and theories to help students identify important and consistent principles that a firm can use in making decisions that will ultimately determine a firm's success or failure in a global business

environment in the long term.

## Course Aims

The course aims to provide students with advanced knowledge about the field of global business strategy and equip students with professional skills to use the knowledge in practices. The course builds on and extends the concepts learned in MGMT 5601 Global Business and Multinational Enterprises.

## Relationship to Other Courses

The course aims to provide students with advanced knowledge about the field of global business strategy and equip students with professional skills to use the knowledge in practices. The course builds on and extends the concepts learned in MGMT5601 Global Business and Multinational Enterprises.

# Course Learning Outcomes

Course Learning Outcomes	Program learning outcomes
CLO1 : Understand and explain the greater complexity that accompanies international operations for organizations in different international contexts	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO6 : Global and Cultural Competence</li> </ul>
CLO2 : Understand and explain concepts and theories from literature concerning global business strategy	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO6 : Global and Cultural Competence</li> </ul>
CLO3 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context	<ul style="list-style-type: none"> <li>• PLO1 : Business Knowledge</li> <li>• PLO2 : Problem Solving</li> <li>• PLO5 : Responsible Business Practice</li> <li>• PLO6 : Global and Cultural Competence</li> </ul>
CLO4 : Communicate a business analysis and strategy proposal clearly and professionally	<ul style="list-style-type: none"> <li>• PLO3 : Business Communication</li> <li>• PLO4 : Teamwork</li> </ul>
CLO5 : Work collaboratively to complete a task	<ul style="list-style-type: none"> <li>• PLO4 : Teamwork</li> <li>• PLO7 : Leadership Development</li> </ul>
CLO6 : Identify and assess ethical considerations in international business	<ul style="list-style-type: none"> <li>• PLO5 : Responsible Business Practice</li> </ul>

Course Learning Outcomes	Assessment Item
CLO1 : Understand and explain the greater complexity that accompanies international operations for organizations in different international contexts	<ul style="list-style-type: none"> <li>• Group project</li> <li>• Case write-up</li> <li>• Participation</li> <li>• Quiz</li> </ul>
CLO2 : Understand and explain concepts and theories from literature concerning global business strategy	<ul style="list-style-type: none"> <li>• Group project</li> <li>• Case write-up</li> <li>• Participation</li> <li>• Quiz</li> </ul>
CLO3 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context	<ul style="list-style-type: none"> <li>• Group project</li> <li>• Case write-up</li> <li>• Participation</li> </ul>
CLO4 : Communicate a business analysis and strategy proposal clearly and professionally	<ul style="list-style-type: none"> <li>• Group project</li> <li>• Case write-up</li> <li>• Participation</li> </ul>
CLO5 : Work collaboratively to complete a task	<ul style="list-style-type: none"> <li>• Group project</li> <li>• Participation</li> </ul>
CLO6 : Identify and assess ethical considerations in international business	<ul style="list-style-type: none"> <li>• Case write-up</li> </ul>

# Learning and Teaching Technologies

Moodle - Learning Management System | Zoom

## Learning and Teaching in this course

The prime aim of this course is to enhance your capacity to think analytically and creatively within the an international business context.

This term we have adopted a synchronous, in-person approach to learning, complemented by asynchronous online learning resources.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Group project Assessment Format: Group	30%	Due Date: 1. Group Case Presentation: Weeks 3,4,7 (2 groups per week during tutorial); 2. Group Project Presentation: Weeks 9 -10 (3 groups per week during tutorial)
Case write-up Assessment Format: Individual	30%	Due Date: Due 2pm Wednesday the week following presentation (i.e, Weeks 4,5,8); more details on course Moodle site
Participation Assessment Format: Individual	20%	Due Date: 1. 3-minute news report: Week 2 in tutorial; 2. Class participation: throughout the term; 3. Self & Peer assessment of contribution: Friday Week 10
Quiz Assessment Format: Individual	20%	Due Date: Quiz 1: Week 5; Quiz 2: Week 10

## Assessment Details

### Group project

#### Assessment Overview

Presentation to help students apply course concepts to real business cases; Team project for students to apply course content to business settings and practice their teamwork skills

#### Course Learning Outcomes

- CLO1 : Understand and explain the greater complexity that accompanies international operations for organizations in different international contexts
- CLO2 : Understand and explain concepts and theories from literature concerning global business strategy

- CLO3 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context
- CLO4 : Communicate a business analysis and strategy proposal clearly and professionally
- CLO5 : Work collaboratively to complete a task

#### **Detailed Assessment Description**

1. Group Presentation 1: Case presentation based on an assigned reading (10%)

- Weeks 3,4,7 (2 groups per week during tutorial)

2. Group Presentation 2: Final project presentation (20%)

- Weeks 9 - 10 (3 groups per week during tutorial)

#### **Assessment information**

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

### **Case write-up**

#### **Assessment Overview**

Case study to help students reflect on course content and link them to business settings

#### **Course Learning Outcomes**

- CLO1 : Understand and explain the greater complexity that accompanies international operations for organizations in different international contexts
- CLO2 : Understand and explain concepts and theories from literature concerning global business strategy
- CLO3 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context
- CLO4 : Communicate a business analysis and strategy proposal clearly and professionally
- CLO6 : Identify and assess ethical considerations in international business

#### **Detailed Assessment Description**

A written critique and extension of the week's case presentation

Max. 1,000 words

Due 2pm Wednesday the following week (i.e., Wednesday Week 4, 5, or 8 depending on your choice of case, for example, writeup based on the topic of Week 3 presentation should be submitted by 2pm Wednesday Week 4)

## Assessment information

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

## Assignment submission Turnitin type

This assignment is submitted through Turnitin and students can see Turnitin similarity reports.

## **Participation**

### Assessment Overview

Class activities to help students learn course content in a collaborative manner;

Mini-reports to help students develop their presentation skills

### Course Learning Outcomes

- CLO1 : Understand and explain the greater complexity that accompanies international operations for organizations in different international contexts
- CLO2 : Understand and explain concepts and theories from literature concerning global business strategy
- CLO3 : Apply frameworks and theories of international business to analyse business situations and make sound strategic decisions in the international business context
- CLO4 : Communicate a business analysis and strategy proposal clearly and professionally
- CLO5 : Work collaboratively to complete a task

### Detailed Assessment Description

1. 3-minute news report (5%): due Week 2 in tutorial
2. Class participation - quality and quantity (10%): throughout the term
3. Self & Peer assessment of contribution (5%): Week 10

## Assessment information

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

## **Quiz**

### Assessment Overview

Quizzes to assess students' knowledge of course content

## Course Learning Outcomes

- CLO1 : Understand and explain the greater complexity that accompanies international operations for organizations in different international contexts
- CLO2 : Understand and explain concepts and theories from literature concerning global business strategy

## Detailed Assessment Description

Two multiple-choice-question quizzes (10 percent each)

Quiz 1: Week 5

Quiz 2: Week 10

## Assessment information

Short extensions are not available for all assessments in this course. Requests for extensions for all assessment must be applied through UNSW's special consideration unit (<https://www.student.unsw.edu.au/special-consideration>).

## **General Assessment Information**

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Grading Basis

Standard

## Requirements to pass course

In order to pass this course, you must:

- achieve a composite mark of at least 50 out of 100;
- meet any additional requirements described in the General Assessment Information section.

You are expected to attempt all assessment requirements in the course.

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	<ul style="list-style-type: none"> <li>• What is Global Strategy?</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• Introduction to the course and assessment</li> <li>• Group and case sign-up</li> <li>• Group activity and debrief</li> <li>• Weekly tutorial participation (10% in total across term)</li> </ul>
Week 2 : 19 February - 25 February	Lecture	<ul style="list-style-type: none"> <li>• General Environment Analysis</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• 3-min News Report (to demonstrate your understanding of how we define "Global Strategy") (5%)</li> <li>• Weekly tutorial participation (10% in total across term)</li> </ul>
Week 3 : 26 February - 3 March	Lecture	<ul style="list-style-type: none"> <li>• Industry Analysis</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• Case presentations and discussions (led by Groups 1 and 2) (10% for presenting groups)</li> <li>• Weekly tutorial participation (10% in total across term)</li> </ul>
Week 4 : 4 March - 10 March	Lecture	<ul style="list-style-type: none"> <li>• Organization Analysis</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• Case presentations and discussions (led by Groups 3 and 4) (10% for presenting groups)</li> <li>• Weekly tutorial participation (10% in total across term)</li> <li>• Case write-up due on Wednesday if you choose to critique a case presentation in Week 3 (30%)</li> </ul>
Week 5 : 11 March - 17 March	Lecture	<ul style="list-style-type: none"> <li>• Generic Strategy</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• Q&amp;A for lecture materials covered in Weeks 1 to 4</li> <li>• Quiz 1 (10%)</li> <li>• Case write-up due on Wednesday if you choose to critique a case presentation in Week 4 (30%)</li> </ul>
Week 6 : 18 March - 24 March	Lecture	<ul style="list-style-type: none"> <li>• FLEX WEEK - No lecture</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• No tutorial</li> </ul>
Week 7 : 25 March - 31 March	Lecture	<ul style="list-style-type: none"> <li>• Corporate Strategy</li> <li>• Product Diversification</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• Case presentation and discussion (led by Groups 5 and 6) (10% for presenting groups)</li> <li>• Weekly tutorial participation (10% in total across term)</li> </ul>
Week 8 : 1 April - 7 April	Lecture	<ul style="list-style-type: none"> <li>• Vertical integration</li> <li>• Internationalization of the Firm</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• Group Project Consultation session (for each group to discuss your final group project with tutor; 15 minutes each group)</li> <li>• Prepare and send your project outline to your tutor before the consultation</li> <li>• Case write-up due on Wednesday if you choose to critique a case presentation in Week 7 (30%)</li> </ul>
Week 9 : 8 April - 14 April	Lecture	<ul style="list-style-type: none"> <li>• Global Market Entry Strategy (1)</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• Group Final Project presentations (Groups 1,2,3) (20% for the presenting groups)</li> <li>• Weekly tutorial participation (10% in total across term)</li> </ul>
Week 10 : 15 April - 21 April	Lecture	<ul style="list-style-type: none"> <li>• Global Market Entry Strategy (2)</li> </ul>
	Tutorial	<ul style="list-style-type: none"> <li>• Group Final Project presentations (Groups 4,5,6) (20% for the presenting groups)</li> <li>• Weekly tutorial participation (10% in total across term)</li> <li>• Peer Review Form submitted by 4pm Friday Week 10 (5%)</li> </ul>

## Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

# **General Schedule Information**

The Friday tutorial in week 7 (Good Friday) or The Monday tutorial in week 8 (Easter Monday) will not be held, but will be replaced with an asynchronous online learning activity. All other tutorials that week will be on as usual.

# **Course Resources**

## **Prescribed Resources**

Textbook: Peng, M. W. (2021). *Global strategy*. Cengage learning.

Additional course resources will be provided by the lecturer via Moodle.

Please refer to class Moodle site for more details.

## **Course Evaluation and Development**

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the myExperience survey , which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality. For example, in response to students' request to have more revision time before Quiz 2, we have now scheduled this assignment at the end of the teaching period.

Each year feedback is sought from students and other stakeholders about the courses offered in the School and continual improvements are made based on this feedback. UNSW's myExperience survey is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester myExperience responses and teamwork reflection.

Delivering the course in-person and ensuring your learning experience, actively participating in each week's learning activities become one of the most important factors of successful outcomes. As a result, the engagement and participation is measured by multiple assessments including weekly case discussions, quizzes, peer evaluations, and group presentation.

# Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Weiting Zheng		Business School Building Level 5 Room 506		by appointment via email	No	Yes

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support page](#).

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

#### STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support page](#). For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a

- supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
  4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
  5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
  6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
  7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

## LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with

feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## Faculty-specific Information

### PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

### COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

### QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.