



## UNSW Course Outline

# MGMT5601 Global Business Environment - 2024

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## General Course Information

**Course Code :** MGMT5601

**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

The ability to make informed decisions that consider the complexities of the global business environment is the most fundamental skillset that differentiates international business experts from others. It can be applied to any functional areas that need to incorporate knowledge about

the world, from international marketing to international finance to international human resources management.

## Course Aims

The goal of this course is to learn how to analyze the complexities of the global business environment and to use that knowledge for making better business decisions. Students will learn about the economic, political, socio-cultural, technological and physical environmental forces that shape global industry dynamics, how to find the right sources of information to analyze global trends, and how to integrate and communicate that knowledge.

## Relationship to Other Courses

The sole objective of this course is to provide the necessary skills for students to analyse the global environment and apply that knowledge across business functions (e.g., human resources, finance, marketing). This is a critical set of skills for working in any international environment and it's a set of skills that can be applied to any job that requires an understanding of global industries and global markets. This course is a compulsory core course in the Masters of International Business (MIB) program and for the International Business specialisation in the Masters of Commerce program. It can also serve as an elective for those who want to learn how to apply international knowledge to a different specialisation. There are no prerequisites for the course.

# Course Learning Outcomes

Course Learning Outcomes
CLO1 : Explain and apply appropriate concepts and theories about the dynamic factors that shape the global business environment
CLO2 : Identify, analyze, and synthesize knowledge about the global business environment
CLO3 : Apply knowledge about the global business environment in written and oral forms
CLO4 : Integrate knowledge about the global environment within a diverse team

Course Learning Outcomes	Assessment Item
CLO1 : Explain and apply appropriate concepts and theories about the dynamic factors that shape the global business environment	<ul style="list-style-type: none"><li>• Individual Report</li><li>• Oral presentation</li><li>• Tutorial Participation</li><li>• Group Report</li></ul>
CLO2 : Identify, analyze, and synthesize knowledge about the global business environment	<ul style="list-style-type: none"><li>• Individual Report</li></ul>
CLO3 : Apply knowledge about the global business environment in written and oral forms	<ul style="list-style-type: none"><li>• Oral presentation</li><li>• Tutorial Participation</li><li>• Group Report</li><li>• Individual Report</li></ul>
CLO4 : Integrate knowledge about the global environment within a diverse team	<ul style="list-style-type: none"><li>• Tutorial Participation</li></ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

## Learning and Teaching in this course

This course includes a two-hour face to face lecture, a two-hour face to face tutorial, and a set of online materials. These are complementary methods to learn how to analyze the global business environment in ways that can be applied across your career. To do this, we must incorporate three sources of knowledge:

The first source is a set of approaches for examining the global environment that emphasize spatial, temporal, theoretical and contextual knowledge of the global environment. The theoretical knowledge will encompass multiple disciplinary lenses, including an economic, political, socio-cultural, technological and physical environmental lens. This is highlighted in the online material and presented as part of the lecture.

The second source is a set of "tools" for analyzing the global environment. This includes discussions on how to search for the right sources of information about each environment. This will be discussed in the lecture, but more heavily emphasized in the tutorials.

The third source is the opportunity to learn how to integrate knowledge from the macro-level approaches and the micro-level tools and apply the integrated knowledge to international business decisions. We do this by focusing on how firms within the industry should make decisions based on the impact of the environment on the industry. This will be the highlight of your own individual and team work.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates	Program learning outcomes
Individual Report Assessment Format: Individual	35%	Due Date: 25/03/2024 01:00 PM	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li></ul>
Oral presentation Assessment Format: Individual	15%	Due Date: Week 2-5 and Week 7-8 Tutorials	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li></ul>
Tutorial Participation Assessment Format: Individual	15%		<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO6 : Global and Cultural Competence</li></ul>
Group Report Assessment Format: Group	35%	Due Date: Week 9 or 10	<ul style="list-style-type: none"><li>• PLO1 : Business Knowledge</li><li>• PLO2 : Problem Solving</li><li>• PLO3 : Business Communication</li><li>• PLO4 : Teamwork</li><li>• PLO5 : Responsible Business Practice</li><li>• PLO6 : Global and Cultural Competence</li><li>• PLO7 : Leadership Development</li></ul>

# **Assessment Details**

## **Individual Report**

### **Assessment Overview**

Students will write a report on the influence of the global business environment on the industry within their specified region.

### **Course Learning Outcomes**

- CLO1 : Explain and apply appropriate concepts and theories about the dynamic factors that shape the global business environment
- CLO2 : Identify, analyze, and synthesize knowledge about the global business environment
- CLO3 : Apply knowledge about the global business environment in written and oral forms

### **Detailed Assessment Description**

Students are required to compose a 2,000 words report (excluding tables, figures, and references) focusing on the impact of the global business environment on the industry within their specific country. The report should encompass content from Weeks 1-5 covering aspects such as the industry environment (evaluate through the lens of the five forces and diamond models), the socioeconomic environment, the cultural environment, and the political environment, as applicable to their chosen industry.

### **Assessment Length**

2000 words +/-10% Excluding Tables, Figures, and References

### **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.

## **Oral presentation**

### **Assessment Overview**

Individual Report on News that Covers the Topic of the Week

### **Course Learning Outcomes**

- CLO1 : Explain and apply appropriate concepts and theories about the dynamic factors that shape the global business environment

- CLO3 : Apply knowledge about the global business environment in written and oral forms

#### Detailed Assessment Description

Students will select an article from a provided list that corresponds to the weekly topic. Following their selection, they will present a summary and delve into a discussion about how the article connects to the theme covered in the self-study and lecture materials. It's important to note that the time slot for this presentation will be chosen in advance during the week 1 tutorial. Each tutorial will feature 4-5 presentations, where students formally present their material to the class, followed by engaging in questions and leading discussions on the presented materials.

#### Assessment Length

3 minutes to summarise and 5 minutes to facilitate discussion

#### 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>).

## Tutorial Participation

#### Assessment Overview

We recognise that being an active learner and participant helps students to be more successful. Coming to class and engaging with the teacher and their peers is an important part of the learning in this course.

#### Course Learning Outcomes

- CLO1 : Explain and apply appropriate concepts and theories about the dynamic factors that shape the global business environment
- CLO3 : Apply knowledge about the global business environment in written and oral forms
- CLO4 : Integrate knowledge about the global environment within a diverse team

#### Detailed Assessment Description

Preparation for and as part of the active participation in the overall course you need to engage with your classmates each week. This will provide you with the best foundation to learn in MGMT5601.

#### 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>).

# Group Report

## Assessment Overview

The group will be responsible for examining the entire globe for the same industry covered by individuals in the individual report.

## Course Learning Outcomes

- CLO1 : Explain and apply appropriate concepts and theories about the dynamic factors that shape the global business environment
- CLO3 : Apply knowledge about the global business environment in written and oral forms

## Detailed Assessment Description

Group deliverables for this assessment include an oral presentation (25%: Part A) and peer evaluation (10%: Part B). In Part B, each team member will be assessed by their peers based on their relative contribution to the group project. The oral presentation content should comprehensively cover material from Weeks 1-8, exploring key dimensions such as the industry environment (utilizing the five forces and diamond models), the socioeconomic environment, the cultural environment, the political and legal environment, the technological environment, and the physical environment. This holistic approach ensures a thorough exploration of the diverse factors influencing the industry under consideration. In preparation for the in-class presentation, groups are required to submit their PowerPoint slides in PDF format via Moodle.

## Assessment Length

15 min uninterrupted oral presentation and 10 min Q&A session

## 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

## Grading Basis

Standard

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 12 February - 18 February	Lecture	Mapping the Global Environment
	Tutorial	Introduction • Select news articles for the individual oral report (In the News)
Week 2 : 19 February - 25 February	Lecture	The Global Industry Environment
	Tutorial	• In the News: The industry news • Students are required to select an industry for both the individual report and the group project.
Week 3 : 26 February - 3 March	Lecture	The Socioeconomic Environment
	Tutorial	• In the News: Economic and Demographic News • Individual Report Workshop
Week 4 : 4 March - 10 March	Lecture	The Cultural Environment
	Tutorial	• In the News: Cultural News • Individual Report Workshop
Week 5 : 11 March - 17 March	Lecture	The Political and Legal Environment
	Tutorial	• In the News: Political and Legal News • Individual Report Workshop
Week 6 : 18 March - 24 March	Other	Study Week: No Lecture and Tutorials
Week 7 : 25 March - 31 March	Lecture	The Physical Environment
	Tutorial	• In the News: News on Physical Environment • Group Report Workshop
Week 8 : 1 April - 7 April	Lecture	The Technological Environment
	Tutorial	• In the News: News on Technological Environment • Group Report Workshop
Week 9 : 8 April - 14 April	Lecture	Globalisation
	Tutorial	Group presentation 1
Week 10 : 15 April - 21 April	Lecture	Global mindset and review
	Tutorial	Group presentation 2

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## Course Resources

### Prescribed Resources

All of the material will be found on Moodle or through your own exploration into finding the best material for your industry report. To ensure that you only use the most reliable of sources, the recommendation is to use the UNSW library platform. It is important to go through each week of material in the Study and Learn section on Moodle and read all of the material for each week BEFORE you attend the lecture and tutorial. There is no textbook.

## 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, we now curate the "In the news" articles ahead of time instead of asking students to find their own articles.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	SJ Yang					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.